

## Isa Sabraw

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### Skills

UX/UI Design, Wireframing, User Research, Information Architecture, Prototyping, User Flows and Journeys; Curiosity, Communication, Collaboration; **Tools:** Figma, Adobe Creative Suite, HTML/CSS/JS, Jira, Confluence, Autodesk Fusion

### Experience

#### FREELANCE

##### Interdisciplinary Designer, Artist Assistant

Remote  
September 2023 - Present

- Designed physical and digital products. Perfume bottle design awarded Top 10 Semi-finalist by IPBA
- Developed an Excel database of museums and selection criteria, artist successfully booked a show at a museum

#### ODDSCHECKER

##### Product Designer

New York, NY (Remote)  
October 2022 - April 2023

- Flexibly collaborated on a daily-basis with 3-person US-based Product Team and 12-person UK-based Development Team on every step of the design process for the mobile-first, responsive website
- Led big feature design reviews with stakeholders across leadership, development, commercial, marketing, and content located in the US, the UK, Greece, Malta, and Lithuania
- Solved UX problems quickly, worked with researchers to test the designs, and developers to QA the final product (ex. designs for accommodating more than 3 handicappers on a picks card went live just in time for NFL Playoffs)

#### THE OPPORTUNITY PROJECT, GA X US CENSUS BUREAU

##### UX/UI Designer, Developer Team Liaison

Remote  
July 2022 - September 2022

- Collaborated on a cross-functional team of data scientists, developers, and designers in a 6 week design sprint
- Conducted user interviews, usability tests. Conceptualized mobile design-centric prototypes

#### PICTURING MEXICAN AMERICA

##### Product Designer (Freelance)

Los Angeles, CA (Remote)  
March - April 2022

- Conducted research by comparative analysis, contextual inquiry, content audit, tree testing and user interviews
- Designed hi-fi mockups of website redesign. Prototyped flows and interactive components in Figma

#### HAWTHORNE

##### Video Editor Intern

New York, NY (Hybrid)  
July 2021 - January 2022

- Produced and edited video content and advertisements for Facebook/IG, Snapchat, OTT
- Identified best video practices from data presented in weekly Growth & Acquisitions meetings (ROAs, CPC)

#### LOWERCASE

##### Production Assistant

Brooklyn, NY  
October 2020 - June 2021

- Crafted eyeglasses frames and lenses by machine and by hand
- Expedited production within 3 months to generate back to back highest selling months in company history

### Education

#### School for Poetic Computation

HTTPOetics taught by Todd Anderson

Remote  
January - March 2024

#### General Assembly

UX Design Immersive Certificate

Remote  
January - April 2022

#### Washington University in St. Louis

BFA in Studio Art, second major in Film and Media Studies

St. Louis, MO  
August 2016 - May 2020

- Awards: John T. Milliken Foreign Travel Award, John J. and Marjory B. Lewin Photography Prize, Summer Undergraduate Research Award, Anderson Ranch Burson Scholarship