

**Sara Alexander**

UX, UI & Product Designer • Web Developer

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 Ballymena, Northern Ireland

## PROFILE

I'm a designer and developer with over eight years of experience delivering innovative, user-centric digital solutions. I possess a strong background in user experience, interface and product design, complemented by extensive experience in web design and front-end development.

I'm well-versed in leading end-to-end design processes and driving innovation through user research and usability testing. I thrive when given the opportunity to blend creativity with analytical thinking in order to solve complex problems and advocate for inclusive, accessible design that satisfies user needs.

I'm a highly organised and detail-oriented individual with a proven ability to deliver intuitive, responsive solutions across a range of platforms and devices. I'm accustomed to working within a fast-paced, deadline-driven environments and I take pride in fostering a collaborative, quality-driven design culture. I collaborate effectively with cross-functional stakeholders in order to deliver impactful solutions that align business objectives with user needs.

## EXPERIENCE

### Product Designer

Bazaarvoice

January 2022 - April 2025

Led the end-to-end design process across two product teams (Product Catalog & Network) within a leading user-generated SaaS platform. Drove UX strategy and execution for B2B portal tools used by global brands and retailers.

- Owned product discovery and design lifecycle: from initial user research and discovery to delivery.
- Created wireframes, user flows, high-fidelity designs and interactive prototypes in Figma, ensuring consistency through the in-house design system (Aperture).
- Collaborated closely with other designers, product managers, engineers, technical writers, user researchers and various stakeholders to align business objectives with user needs.
- Conducted qualitative research and leveraged quantitative data (e.g. FullStory, Pendo) to validate and refine design decisions.
- Championed accessibility and inclusive design across platform components.
- Represented design in cross-team initiatives, including the Product Community of Practice and two employee resource groups (B:You and Caregivers Space).

### **Web Developer**

Walker Communications

May 2019 – January 2022

Delivered UX and web development projects for diverse clients ranging from local SMEs to large commercial groups.

- Conducted UX research, created user personas, site maps and wireframes; led design and development from concept to deployment.
- Built responsive websites using HTML, CSS, JavaScript and PHP; developed custom CMS themes (WordPress, Perch, Craft CMS).
- Performed web audits and implemented SEO strategies to improve performance, accessibility and discoverability.
- Collaborated with graphic designers, account managers and clients to ensure clarity and satisfaction throughout the project lifecycle.
- Provided CMS training and support documentation for clients post-launch.

### **Web Developer**

Randox

November 2017 – May 2019

Managed the development and maintenance of over 40 corporate websites across multiple business units.

- Designed and developed responsive WordPress sites and internal web applications.
- Generated analytics and e-commerce reports to inform business decisions.
- Oversaw domain management, hosting and SEO optimisation across all properties.

### **Junior Web Designer**

Visionworks Interactive

August 2015 – July 2016

A 12 month industry placement as part of the third year of the Interactive Multimedia Design degree at Ulster University.

- Supported the design and delivery of digital and graphic projects for clients such as Progressive Building Society, Praxis Care and Regatta.

## **SKILLS**

### **Design & UX**

- User Research & Usability Testing
- Wireframing
- Information Architecture
- User Flows & Journey Mapping
- User Personas
- Prototyping
- Design Systems

- Accessibility & Inclusive Design

### **Front-End Development**

- HTML, CSS, CSS Frameworks, JavaScript, PHP
- CMS Development (WordPress, Perch, Craft, Shopify)
- Responsive Design & Cross-Browser Testing
- SEO Best Practices & Web Audits

### **Tools & Platforms**

- Figma, Sketch, InVision, Photoshop, Illustrator
- FullStory, Pendo, Google Analytics
- Jira, Trello, Storybook, Slack

## **CERTIFICATIONS**

### **Emergency First Aid at Work**

British Red Cross Training  
August 2021

## **EDUCATION**

### **BSc (Hons) Interactive Multimedia Design**

Ulster University - Jordanstown  
September 2013 - June 2017

- First Class Honours with a Diploma in Professional Practice
- Dean's List 2016/17

### **A Levels**

Cambridge House Grammar School  
September 2011 - June 2013

- 3 A Levels at grades A\* - C

### **GCSE's**

Cambridge House Grammar School  
September 2009 - June 2011

- 8 GCSE's at grades A\* - C

## **HOBBIES & INTERESTS**

Outside of work, I'm an avid reader and enjoy curating a growing personal library. I also express my creativity through baking—a skill I've nurtured from a young age. To stay active and maintain wellbeing, I enjoy walking my dog and practicing yoga regularly. In addition, I began learning BSL (British Sign Language) in October 2024, reflecting my commitment to inclusivity and continuous personal growth.

## REFERENCES

**Scottie O'Mahony**

Former Senior Director of Product Experience at Bazaarvoice

<https://www.linkedin.com/in/skoto>

**Martin Surgenor**

Former Lead Web Developer at Walker Communications

<https://www.linkedin.com/in/msurgenor/>