

# Sarah Auvil

User experience & digital design lead with 8+ years experience - Senior interaction designer & researcher

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## EXPERIENCE

### **Wells Fargo Advisors, Charlotte, NC — Senior Interaction Designer**

JULY 2018 - PRESENT

UX lead at Wells Fargo Advisors leading senior team members on execution for key IRA distribution and account transfer / money movement initiatives, collaborating with product, technology and business stakeholders to develop customer friendly interactions for brokerage software.

### **Lowe's, Mooresville, NC — Mobile UX Architect**

DEC 2017 - MAY 2018

Architect lead for Lowe's consumer native mobile applications for iOS and Android. Performed usability research, product direction and feature planning, including the launch of an augmented reality experience with Google Android's ARCore.

### **Cardinal Solutions, Charlotte, NC — Senior UX Architect**

SEPTEMBER 2015 - SEPTEMBER 2017

UX team lead of 3 reports, Senior UX consultant at clients including Family Dollar, Wells Fargo, Harris Teeter, SnapAV and Quietstream Financial. Managed a team of three UX architects, met with them weekly, helped them work through project challenges and build their careers.

### **Duke Energy, Charlotte, NC — UX Designer**

FEBRUARY 2015 - SEPTEMBER 2015

UX designer on large website redesign project. Worked heavily in Axure with other UX designers to create desktop and mobile designs for flows such as account management and sign in processes. Redesigned Duke Energy Newsroom and Illumination PR websites.

### **TradeKing, Charlotte, NC — UX & Internet Marketing Analyst**

JUNE 2014 - FEBRUARY 2015

UX designer and researcher for TradeKing LIVE, a streaming brokerage responsive web platform, as well as supporting TradeKing Advisors.

## SKILLS

Design leader passionate about coaching and developing others

Agile experienced

User Experience Design

Interaction Design

Usability engineering and user research

Content strategy

Basic front end development (HTML, CSS, understanding of JavaScript and responsive web design)

## NOTABLE ACCOMPLISHMENTS

Leading design team on complex eBrokerage software, overcoming design challenges, delivering hundreds of scenarios and mitigating risk

Wells Fargo Stagecoach Speakers Toastmaster, winning most memorable club speech in 2019

Mobile augmented reality experience at Lowe's was featured by Google in their 2018 presentation at Shoptalk

Speaker at IASummit 2017 in Vancouver, Canada

Taught Intro to UX classes in partnership with Girl Develop

It, Tech Talent South

**Web Full Circle, Charlotte, NC — UX Brand Analyst & Internet Marketing Analyst**

JANUARY 2014 - APRIL 2014

Started with a focus on client analytics / SEO and paid search performance reporting, eventually evolving into running user tests for client websites to improve design performance.

**Ephricon Web Marketing, Fort Mill, SC — Intern**

SEPTEMBER 2012 - JANUARY 2013

Assisted an affiliate marketing project with blog content and multimedia production.

**TOOLS**

Sketch, InVision, Adobe Suite (Illustrator, Photoshop, InDesign, etc), Axure, Proto.io, UserTesting, Optimal Workshop

**EDUCATION**

**Kent State University — Master's in User Experience Design**

FALL 2016 - AUGUST 2018

**Winthrop University — B.S. in Digital Information Design**

2010 - 2014