

Sarah Pratti

UX/UI Designer

+49 176 6338 6399

sarah@pratti.de / pratti.de

With over a decade of experience in SaaS products, mobile apps, and e-commerce platforms, my unique combination of user-centered design, coding skills, team collaboration, and attention to accessibility, has helped me create successful, user-centered products. My journey has been characterized by a strong dedication to collaboration within design teams and my goal is to create efficient and user-friendly products that help people work more effectively and enable organizations to grow.

WORK EXPERIENCE

Pixelboxx GmbH

Nov. 2020 – Apr. 2023 (2 years 6 months)

UX/UI Designer

Dortmund, Germany

- Created and maintained a collection of UI components in a shared design library.
- Played a key role in the design and development of a next-generation product for data management in the digital asset management (DAM) lifecycle, collaborating with product owners and specialists.
- Collaborated with cross-functional teams, including developers and QA engineers, to validate feature releases.
- Developed a Figma plugin for importing sample assets from the DAM library, enhancing workflow efficiency.
- Designed and coded automation tools, including a Figma plugin for icon library generation and a TypeScript-based tool for creating perceptually uniform color palettes.

Pixter Technology

Dec. 2016 – Jan. 2019 (2 years 2 months)

UX Designer

São Paulo, Brazil

- Led Design Sprint workshops to conceptualize new products and collaborated with engineers and stakeholders during development phase.
- Conducted user research activities, including creating user journeys, personas, and surveys.
- Designed and prototyped Android apps for vehicle subscription and fleet management services, aligning UI with corporate branding guidelines.
- Contributed to the customization of a WordPress/WooCommerce e-commerce platform, including product page design, content guidelines, and data-driven analysis through A/B experiments and analytics reports.
- Designed mobile apps for internal use, adapted early drafts to conform to iOS and Android Human Interface Guidelines.

Wine.com.br

Information Architect

Aug. 2011 – Apr. 2016 (4 years 9 months)

Serra, Brazil

- Led the visual refresh of the storefront, defining color palettes, icons, typography, and UI elements for a cohesive design.
- Developed an interactive prototype for a mobile-optimized website, significantly boosting conversion rates and user experience.
- Used interactive prototypes to design and validate a streamlined, conversion-critical one-page checkout process.
- Promoted the adoption of innovative techniques such as the BEM CSS architecture and advocated for the creation of interactive prototypes using Axure RP.
- Collaborated on various projects, including wine subscriptions, B2B shopping experience, UI components, analytics setup, A/B testing, and CSS architecture
- Facilitated teamwork by implementing an internal communication tool and promoting knowledge-sharing through regular talk sessions.

EDUCATION

Industrial Design (Visual Communication) - B.Sc.

Universidade Federal do Espírito Santo

2013 – Vitória, Brazil

For my graduation project, I developed a keen interest in mobile web application design and conducted a comprehensive exploration of issues within my hometown's public transportation system, with a specific focus on improving public information access and communication.

Drawing inspiration from urbanists like Kevin Lynch and experts in information architecture and data visualization, I combined various methods of navigating urban environments to design and prototype a web application featuring a timeline view to display bus routes, landmarks, turn-by-turn navigation, among others. The result was an app that could assist passengers, particularly those unfamiliar with the city, in using public transportation.

SKILLS AND INTERESTS

- **Languages:** English, German and Portuguese
- **Design Tools:** Figma, Sketch, Miro, Origami Studio
- **Technologies:** HTML, CSS, JavaScript, WordPress, Git, Swift, PHP
- **Interests:** data visualization, taxonomy study, microinteractions, accessibility

