

SARAH BURWELL

UX / UI Designer · Product Designer · Visual Storyteller

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PROFILE

Emerging UX/UI and product designer with a background in Fashion Design and 4+ years of empathy-driven customer experience, social media, and brand storytelling. Currently building a design portfolio spanning AI-powered fashion apps, neurodivergent community platforms, and immersive gallery experiences — designed for iOS and responsive web — alongside hands-on internship work redesigning a live fashion-industry platform. Combines a decade of illustration and graphic design experience with a growing toolkit in Figma, Framer, and Adobe Creative Suite, focused on creating products that are beautiful, inclusive, and genuinely useful.

UX/UI INTERNSHIP EXPERIENCE

UX/UI Design Intern | Fashion Mingle (Remote)

2026 – Present

- Led a web design and platform redesign initiative for a global fashion professional networking site, wireframing five key landing pages from low- to high-fidelity in Figma.
- Conducted a full mobile UX audit, identifying navigation and responsiveness gaps and proposing solutions to improve mobile usability across the platform.
- Designed and rationalized an AI Matching feature within the platform's hi-fi wireframes, aligning feature copy and product design decisions with the brand's human-first positioning.
- Collaborated with stakeholders to balance product innovation with brand voice, translating business goals into user-centered design decisions.

UX/UI DESIGN PROJECTS

Product & UX/UI Designer (Self-Initiated) | Portfolio Projects

2026 – Present

- Grazia AI Style — designed an AI-powered fashion app for iOS using body-scanning technology to deliver personalized outfit recommendations, replacing standardized size charts with real proportions.
- Developed a full case study including problem statement, solution framework, user journey mapping, and multi-device (iOS and web) mockups built in Framer.
- Curata 360 — designed an immersive 360° interactive gallery app democratizing access to art for users priced out of physical gallery spaces.
- Noura — designed a neurodivergent-first dating and friendship app featuring sensory-friendly UI, low-pressure communication flows, and shared-interest matching.
- Applied design thinking across all projects: user research framing, HMW statements, UX tension mapping, and solution articulation.

PROFESSIONAL EXPERIENCE

Care Coordinator | Texas Oncology – Remote

2025 – 2026

- Serve as a primary point of contact for oncology patients — managing care coordination, scheduling, and navigation across clinical touchpoints.
- Apply empathy-driven communication to support patients through complex and emotionally sensitive healthcare journeys.
- Identify friction points in patient-facing workflows and surface feedback to improve operational efficiency and care quality.

Customer Experience Specialist | Natera – Remote

2024 – 2025

- Served as primary UX advocate for clinic users — identifying friction points in portal navigation and surfacing feedback to improve software usability.
- Achieved highest CSAT and call quality scores in the department through clear, empathetic communication and proactive problem solving.
- Collaborated cross-functionally with sales and client success teams to streamline workflows and reduce user error rates.

Tier 2 Financial Specialist | Nordstrom – Remote

2023 – 2024

- Resolved complex escalated issues for 50–100 daily users, maintaining a 70% retention rate through solution-focused communication.
- Identified recurring user pain points and supported process improvements that reduced repeat contact rates.

Merchandise Coordinator | Ulta – Denver, CO

Aug 2022 – Jan 2023

- Executed in-store visual graphic design plans every 4 months, translating brand guidelines into engaging physical retail experiences.
- Trained 6 team members on reading and implementing design plans — demonstrating clear communication of visual systems.
- Increased daily revenue by 5% through consultative, personalized product recommendations.

PMU Artist & Social Media Marketer | Arch – Denver, CO

Jan 2020 – Feb 2022

- Built and managed brand presence across Instagram, Pinterest, Facebook, and Twitter — growing engagement by 30% through original, visually compelling content.
- Delivered high-trust, client-centered services to 300+ clients — building deep empathy for user needs and emotional journeys.

EDUCATION & CERTIFICATIONS

Savannah College of Art and Design (SCAD), Savannah, GA — Fashion Design

UX/UI Design Certificate — Coursera · 2026

Google Digital Marketing Certificate — Google · 2023

Esthetics — Santa Monica College · 2018 – 2019

SKILLS & TOOLS

Design tools: Figma · Framer · Adobe Photoshop · Adobe Illustrator · Adobe InDesign · CAD · Canva

Design focus: Product design · UX/UI design · Graphic design · Web design · iOS / mobile design · Design systems

UX methods: User research · Journey mapping · Problem framing · HMW statements · Wireframing · Prototyping · Accessibility & inclusive design

Communication: Case study writing · Brand storytelling · Content strategy · Social media marketing

Technical: CRM systems (Salesforce, Zendesk, Asana) · SEO · Digital marketing · Information architecture · Visual hierarchy

Soft skills: Empathy-driven design · Cross-functional collaboration · Client onboarding · Mentoring