

Sarah Franklyn / Product Designer

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NYC-based designer specializing in growth products and interactive experiences. 6+ years of experience leading research initiatives and delivering data-driven solutions for in-house, agency, and enterprise organizations.

EXPERIENCE

VMware / Product Designer, 2021 – 2024

- Built a comprehensive support ecosystem with integrated AI-powered features, driving 17% growth in self-service engagement and 4.5% reduction in support tickets
- Modernized the software licensing platform, delivering 150% improvement in CSAT and 22% increase in engagement session length
- Launched a B2B SaaS customer success and health tool, driving adoption and value realization for 40+ enterprise customers
- Optimized the learning portal course checkout flow, boosting registration completions by 9%

Freelance Product Designer / Selected Works, 2019 – Present

- **KPMG, Delta Flight Museum, Pearl Harbor Museum / Journey:** Built the front-end design of KPMG's research and efficiency LLM tool. Developed Unity-based AR mobile applications and interactive touchpoints for museum visitor experiences
- **Google / Huge:** Led UX and visual design for a POC career training and job search platform designed to drive adoption of Google AI and Cloud products and promote social equity in the tech industry
- **GlaxoSmithKline (GSK) / Leo Burnett:** Developed an accessibility-focused iOS app facilitating in-store sales via improved product discoverability. Built a retail microsite promoting FSA-eligible product purchases
- **TherapyWorks:** Streamlined the initial intake process and reduced manual procedures by digitizing the patient-counselor matching system and implementing online appointment scheduling
- **Squint/Opera:** Led corporate training sessions teaching Figma skills to creative team members and leadership

RM Biltrite / Graphic & UX Designer, 2017 – 2019

- Improved digital presence via website content audits, heuristic evaluations, and restructured information architecture
- Delivered high-fidelity mockups and web graphics aligned with business goals and branding strategies

QRRI, Inc. / Graphic Designer, 2015 – 2017

- Created digital and printed deliverables aligned with business goals and branding strategies for online marketing campaigns, emails, newsletters, trade show exhibit booths, and in-store advertisements
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SKILLS

User interviews / User research / Usability testing / A/B testing / Heuristic evaluation / Journey maps / Wireframing
Information architecture / Competitive analysis / Prototyping / User flows / Task flows / Storyboarding / Workshops
Figma / Dovetail / Miro / UserZoom / Qualtrics / Confluence / Jira / Webflow / Framer / Fullstory / Sketch / Lottie
Principle / Elementor / Illustrator / Photoshop / InDesign / HTML & CSS

EDUCATION

University of Georgia / International Affairs