

SARAHKRAFT

Design Strategist & Project Manager
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PROFESSIONAL EXPERIENCE

MACROSCOPIC — Design Strategist & Project Manager

Ventura, CA | April 2023 – Present

- Supported vision and execution for multidisciplinary projects spanning culture, music, health, and systems innovation—shaping visual systems, brand activations, and digital platforms.
- Developed strategic frameworks that translate abstract concepts into actionable design with social and emotional resonance, blending narrative fluency with systems thinking.
- Played a key role in internal culture development within a fast-moving, startup-minded studio—establishing foundational internal processes and collaborative workflows that improved efficiency, transparency, and team alignment. Assisted in procuring talent that fit our goals.
- Introduced scalable design operations, including the studio-wide shift from legacy tools to modern, collaborative platforms, streamlining cross-functional workflows and design reviews.
- Operated fluidly across research, design, strategy, and production to support client work from concept through execution—with fluency in Graphic Design, Web, Strategy, and Motion GFX.

INPLORATION — Design Strategist, Cultural Architect & Collaborator

Los Angeles, CA | January 2024 – Present

- Support executive strategy and mission alignment across a space-focused nonprofit using cosmic perspective to drive social change
- Programming initiatives with MIT Media Lab and Venice Biennale exhibitions
- Direct creative strategy across identity, web, film, and large-scale installations

FRIENDS OF FIGMA VENTURA — Community Leader, Ventura Co-Lead

Ventura, CA | September 2025 – Present

- Co-led the Ventura chapter of Friends of Figma, organizing local events and networking opportunities to foster connection and knowledge-sharing within the design community

TH EXPERIENTIAL — 3D Design Intern

New York, NY | July 2022 – October 2022

- Developed immersive, branded spatial experiences for Fortune 500 clients
- Modeled and visualized environments integrating audience interaction and brand narrative

APPLE — Technical Specialist, Genius Bar (Retail)

Midvale, UT | November 2021 – July 2022

- Delivered high-level support and educational guidance in a fast-paced tech environment
- Strengthened customer trust through clarity, empathy, and technical problem solving

UNIVERSITY OF UTAH — UX Researcher & Managing Lead / Design Strategies TA

Salt Lake City, UT | August 2020 – May 2021

- Led data-driven UX research for student-centered digital platforms
- Created personas, journey maps, and synthesized insights into actionable design tools
- Supported instruction in systems thinking & concept development in core undergraduate course
- Provided critique & mentorship to help students strengthen interdisciplinary design skills

VERIZON — Technical Solutions Specialist & Sales (Retail)

Draper, UT | January 2017 – October 2021

- Translated technical info into accessible, personalized solutions across a diverse customer base
- Maintained deep fluency in emerging technologies to align product-service ecosystems

EDUCATION

UNIVERSITY OF UTAH — Bachelors of Science in Multi-Disciplinary Design

Salt Lake City, UT | Aug 2017 – May 2023

- Emphasis in Physical Product Design | GPA: 3.6