

SARAH LITT

littsarah@gmail.com

PROFILE

Technology professional with 14 years experience with websites and web applications in startups, mid-level, and mature organizations. Expert in user experience design, information architecture, business analysis and project management. Highly successful in building and leading cross-functional teams. Proven ability to work with both technical and business staff to design build-able features that exceed user expectation.

CORE SKILLS

Requirements Gathering	User Experience Design
Specification Writing	Wireframe Creation
Project Management	Site Mapping
Product Management	Usability Testing
Executive Communication	Prototyping

PROFESSIONAL EXPERIENCE

EXPERIAN, NEW YORK, NY

APRIL 2007 – JANUARY 2015

A top tier marketing services firm

Senior UX Designer, GPD

- Responsible for the user experience design of all new web applications and feature enhancements to all products globally. As integrated solutions across business lines became a company focus, developed new user workflows and interfaces combining features from multiple business units.
- Created a pattern library of user interface elements to be used globally across products. Trained product teams in the appropriate uses of the elements.
- Planned, wireframed and prototyped all major features and products.
- Presented new products and enhancements to senior Experian management at the inception of projects to obtain project funding and during the project for their feedback and approval.
- Recipient of 2014's Spark Innovation team award.

Manager of Program Solutions

- Established the first user feedback process in company history.
- Designed product enhancements and new features for main email application as well as all application extensions.
- Responsible for the overall product vision and feature roadmap of main email application.
- Regularly presented product enhancements to senior divisional management.
- Consistently recognized as one of the company's top performers.

Manager of Project Solutions

- Instituted the concept of user experience design as a necessary step in the product development process. Worked with client services and development to develop a product process that involved business and development contribution to feature design.

G2 DIRECT AND DIGITAL, NEW YORK, NY

AUGUST 2006 – APRIL 2007

An advertising agency, a division of Grey Global Group

Senior Interactive Project Manager and Information Architect

- Managed interactive projects for pharmaceutical clients. Successfully launched multiple previously delayed projects.
- Designed and implemented an online project approval system, replacing the company's outdated paper based system saving an average of two days on approvals, and allowing for approval tracking.
- Created information architecture for client websites.

JETBLUE AIRWAYS, NEW YORK, NY

JUNE 2005 – AUGUST 2006

Airline

Manager of Process Analysis

- Redesigned IT business processes to align with department reorganization allowing for faster approval of projects and increased tracking to corporate initiatives.
- Established portfolio management and process analysis section of team, increasing headcount to seven.

Business Analyst Supervisor

- Built and managed team of five business analysts.
- Educated project management team on roles, responsibilities and effective use of business analysts.

Business Analyst

- Created requirements template for IT department use, based on industry best practices and customized to JetBlue's specific needs.
- Managed implementation and launch of new IT portfolio management system. Developed forms and reports for new system. Streamlined processes for project initiation and lifecycle management. Trained entire IT Project Management team on system.
- Developed workflows for feature requirements ensuring that project needs were met. Created requirement documents, wireframes and use cases for new feature development.

FORDHAM UNIVERSITY, NEW YORK, NY

SEPTEMBER 2004 - JANUARY 2005

Ongoing Consulting project with NASD

Consultant

- Analyzed client documents to determine data relationships as part of reporting system creation.

7THONLINE, NEW YORK, NY

MAY 2000 – JUNE 2005

A business-to-business Internet site for the fashion industry

Senior Business Analyst

- Analyzed client's current processes, identifying areas that could be improved by the product.
- Devised strategic solutions tailored to specific client business needs relating to system.
- Directed customer feedback process to incorporate input into new feature requirements.

Senior Client Support Analyst

- Developed and managed relationships with company's largest clients (Fortune 500 firms).
- Created and managed customized initial and ongoing client training programs.
- Managed cross-functional team of customer and technical support staff and business users.

Production Manager

- Coordinated project development between the business and technical departments.

CAMPOS, BUFFALO, NY

JUNE 1999 – MAY 2000

A professional photography lab

Client Service and Training, Photo Production

- Coordinated team members across production areas to finish projects within deadlines.
- Carried out photographic production that met and exceeded client expectations.

FREELANCE EXPERIENCE

MAJOR FINANCIAL FIRM, LONDON, UK

SEPTEMBER 2014 - OCTOBER 2014

- Created wireframes and prototype for new application. Tested the prototype with end users, and updated design and prototype based on results.

POGBY, NEW YORK, NY

FEBRUARY 2010 - JANUARY 2012

A startup based on booking event spaces

- Created all user flows and wireframes for the new application.
- Developed functional specifications for development by a distributed team.

EDUCATION

FORDHAM UNIVERSITY, NEW YORK, NY

MBA, May 2005. Concentration: Information Systems and Marketing

GPA 3.97, Phi Kappa Phi, Beta Gamma Sigma

STATE UNIVERSITY OF NEW YORK AT BUFFALO, BUFFALO, NY

BA, Anthropology, June 1999. Concentration: Physical Anthropology. Minor: Photography

GPA 3.45, Cum Laude, Phi Eta Sigma Honor Society, Golden Key Honor Society

OTHER

- Director of the New York 7's Rugby Tournament - 2013 - 2014
- Executive Director for Women's Rugby- Empire Rugby Football Union - 2011 - 2013
- Board Member of New York Rugby Club, Inc. - 2006 - 2012
- Co-Captain of New York Women's Rugby Team - 2002 - 2004