



# Sarah Bailey

UX Lead

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[Linkedin profile URL](#)

## Profile

UX Lead driven by solving technical challenges with creativity and empathy. Specializing in wireframing, prototyping, and crafting user-centered solutions. I thrive on collaboration, research-driven design, and transforming complexity into impactful, intuitive products.

## Experience

### UX Lead • ECIT

February 2025 - Current

- Designed intuitive user experiences, owning the full process from research to final product.
- Developed wireframes, prototypes, and user flows aligned with product goals and user needs.
- Collaborated with developers to ensure accurate implementation and participated in sprint planning and functionality testing.
- Iteratively improved products based on user insights and feedback.
- Engaged in workshops with internal and external stakeholders to gather insights and foster creative solutions.

### UX/UI Designer • IndyKite

January 2023 - January 2025

- Developed design solutions for complex user challenges across products and platform services.
- Analyzed, designed, and prototyped UX/UI with detailed guidance for developers.
- Led user research, building and owning solutions from concept to completion.
- Collaborated closely with engineering and internal stakeholders, leading design discussions and communicating ideas throughout the organization.

### UX/UI Design Intern • Metaito

June 2022 - Decemeber 2022

- Contributed to Factsplat's development from concept to production.
- Engaged in product discussions on development, feature prioritization, and architecture.
- Collaborated in a cross-functional team of under 10, with a mobile-first design focus.

## Portfolio Website

[www.sarahb-uxd.com](http://www.sarahb-uxd.com)

## Specialities

User Experience  
User Interface  
UX Writing  
Wireframing  
Prototyping  
User Testing  
Design Systems  
Ideation Workshops  
Basic Front End  
Customer Service  
Animation

## Tools/Technologies

Figma Miro Adobe XD  
HTML5 CSS3 Javascript  
Adobe After Effects JIRA  
Storybook

## Hobbies

🎵 Music  
📺 Tech Enthusiast  
🏃 Running  
🏊 Swimming  
👨‍🍳 Cooking  
🛶 Sailing  
🧗 Bouldering  
✂ Art & Craft

## Education

### Professional Degree - UX Design

Aug 2021 - June 2022 · Noroff

This programme balanced both the practical and theoretical applications of UX. I developed skills and competence in research and insight, wireframing and prototyping, usability testing, interaction and design principles. The programme largely comprised of practical assignments, working with industry-specific tasks.

### SheCodes Certification - HTML, CSS & Javascript

February 2021 - Aug 2021 · SheCodes

This programme was a coding bootcamp which taught basic to intermediate HTML, CSS and Javascript. It was a project based course where I developed my logic and problem solving skills. My [final project](#) consisted of a weather app using HTML, CSS and Javascript.

### Bachelor (Hons) 2:1 - Music

Sept 2015 - June 2018 · Liverpool Institute of Performing Arts

This was a practice-based, industry-focused course where I focused on sound technology, music business, songwriting and performance. I developed skills in creativity and team work, allowing me to work within creative projects and idea development.

## Projects



### IndyKite

[Project Link](#) ↗

Web Application

IndyKite enables organizations to unify identity and business data into an operational data layer that supports complex and sophisticated use cases.



### Factsplat

[Project Link](#) ↗

Web Application

The goal of this project was to improve the onboarding experience of new users and assist user learning. With the goal of improving user retention and satisfaction.

## Languages

English (Native)

Norwegian (A2)