



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

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)