

SARAH KAPLAN

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(413) 441-2392

EDUCATION

General Assembly,
UX Design Certificate, 2015

UC Berkeley Extension,
Graphic Design Certificate, 2008

The College of Wooster,
BA in Studio Art, 2006

SKILLS

Design

Interaction Design, Visual
Design, Wireframing,
Workflow Diagrams,
Information Architecture
Diagrams, Design Systems

Research

Usability Testing, Experience
and Journey Mapping,
Contextual Inquiry,
Heuristic Evaluations

SUPERPOWERS

Synthesizing data, Empathy,
Grasping complex systems
and learning new domains,
Team player

TOP TOOLS

Figma, Sketch, Zeplin,
UserTesting, Adobe Creative
Cloud, Google Sheets,
and more

Hi, I'm Sarah. A Product Designer who loves untangling complex problems to create simple, human-centered solutions.

PROFESSIONAL EXPERIENCE

Dropbox / Senior Product Designer

February 2020 – Present

Designing the eSignature solution for enterprise teams on Dropbox surfaces to seamlessly sign, send, and store agreements. Increased Dropbox Sign activation rates by 200% by simplifying the funnel without radically redesigning or introducing new screens into the product. Created and shipped Dropbox Sign's first onboarding strategy for all plan types and increased activation rates by 14% for trial users in first 30 days.

Flow Kana / Senior User Experience Designer

January 2019 – January 2020

Delivered designs to support Flow Kana's supply chain software, which fuels California's number one selling flower brand. Contributed to the company's inventory management, wholesale ordering, and auditing systems and succeeded in designing compliant workflows that transferred inventory to hubs and delivered to dispensaries with 99% accuracy.

Teespring / Product Designer

February 2018 – December 2018

Led the design and strategy of all the web-based software used to create print-on-demand products that supported both the seller and buyer experiences. Succeeded in unifying two apparel design experiences into one and designed shopping integrations with Twitch and YouTube creators.

Apple / User Experience Designer

November 2017 – February 2018 (contract)

Created the design experience for a web-based internal wholesale ordering tool used by the finance team to manage large international deals.

DocuSign / User Experience Designer

May 2016 – November 2017 (contract)

Redesigned the Real Estate customer experience on the corporate website and improved usability and customization for the annual conference app.

Make-A-Wish / Graphic Designer and Digital Strategist

May 2011 – August 2015

Designed all communication, fundraising, and wish event collateral. Created and managed the social media strategy as well as a monthly email newsletters sent to 30,000+ subscribers. Increased facebook page likes from 3,000 to 16,000 and Twitter followers from 2,500 to 23,800.