# SARAH ANNE LANZER

913.522.6749

sera.lanzer@gmail.com www.sarahlanzer.com

# **EDUCATION**

University of Kansas BFA in Design Concentration in Industrial Design Certificate of Entrepreneurship Research Experience Certification Graduated Spring 2014

# SKILLS

Adobe Creative Suite
Sketch
Invision
Zeplin
Workshop Facilitation
Power BI
Protoyping
Storyboarding
Usability testing
International Design
Basic HTML and CSS
Framer
Crucial Conversation Training
Influencer Training

# AWARDS AND ACCOMPLISHMENTS

# **Director of Sponsorships**

2019

UXPA of Kasnas City

### **Director of Operations**

2018

UXPA of Kasnas City

# **Chapter Founder**

2016 - Present

Ladies, Wine & Design - Kansas City

## **Director of Events**

2017

UXPA of Kasnas City

## **EXPERIENCE**

#### **Senior User Experience Designer**

Feb 2018 - Present Select Quote

At Select Quote I work with the application development team to redesign client facing websites. I work to refresh and update websites to align with brand and accessibility standards. Along with ensuring standards, I work to increase client conversion rates, manage creative projects and contribute to design direction.

## **Design Lead / Senior UX Designer**

July 2017 - Feb 2018

Whiting House

Work alongside development teams, executives and other designers to create innovative process automation systems. Lead design decisions across various platforms and initiate collaboration and seamless user experiences. Throughout my time here I have created prototypes, lead usability studies, driven design standard conformance, created marketing materials and executive presentations.

## **Senior Experience Designer**

Nov 2016 - July 2017

VML

At VML I have worked on a few clients including Gatorade and Ford. I work with various roles from Strategy to Engineering to design unique experiences. We work with both internal and external development teams and collaborate remotely. I help to work with and drive innovative redesigns. I make concept work, put designs through usability testing and deliver high quality experiences I also help to pitch new designs to clients.

#### **Interaction Designer**

May 2014 - Nov 2016

Cerner

Working with various roles to design healthcare solutions including a becoming a knowledge expert of Immunizations, Radiology and more. Contributions to the Department of Defence contract and Cerners Global Alliance with various companies. Shadowed users, put designs through usability tests and delivered high quality solutions.

## **Internship - User Experience Design**

May - Aug 2013

Garmin International

Worked with fellow designers to create well thought out and organized UX flows. Meeting with software engineers in order to make sure that ideas were understood and presented correctly Usability testing using a simulator to test theories and designs on various volunteers.