Sara Lanzas.

UX/UI DESIGNER

WWW.SARALANZAS.CO.UK

SKILLS.

- Agile UX
- Prototyping
- User Research
- Usability Testing
- Surveys
- Quantitative & Qualitative data analysis

TOOLS.

- Figma
- Miro
- Hotjar
- Clarity
- Google Analytics
- Umbraco
- Confluence
- Userbrain

CONTACT.

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- Glasgow, UK
- Linkedin
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PROFILE.

Hi, I'm Sara, a UX/UI Designer with expertise in digital design and user research.
My background as a therapist equips me with strong transferable skills in empathy, communication, and active listening, which enhance my approach to user-centred design.
Fluent in three languages, I excel in collaborative environments and am passionate about crafting innovative solutions driven by user insights. Proficient in Figma, I use it daily to create high-fidelity prototypes that help teams bring meaningful designs to life.

EXPERIENCE.

User Researcher and Designer   2022 - Present
ICS Learn, Glasgow, UK

- Designing wireframes and high-fidelity **prototypes.**
- Gather **Qualitative** and **Quantitative** data by running and analysing: surveys, usability tests and interviews, heat maps and web session recordings, web analytics, A/B testing, competitive analysis to research current trends and competitors.
- Running focus groups and collaborative workshops. Moderating exercises such as brainstorming and card sorting.
- Producing **artefacts** such as: flow diagrams, customer journey maps, affinity diagrams, personas.

Web Designer   2020 - 2021
Freelance, Glasgow, UK

- Spearheading the design and layout of websites, implementing high-quality SEO.
- Produce design wireframes and mock-ups with UX/UI considerations and creating user flows.
- Researching current marketing trends and competitor websites.

Therapist and Clinic Manager   2013 - 2020
Acusports Clinic, Glasgow, UK

- Manager and recruiter at an award-winning sports injury clinic overseeing a team of 6 therapists.
- Utilised strong communication skills and empathy to establish relationships with clients.

EDUCATION.

Professional Certificate in UI Design   2024 - Present
UX Design Institute

Accessibility for UX Designers   2022
Tree House

Professional Diploma in UX Design   2021 - 2022
UX Design Institute

Graphic Design Specialisation   2020
CALARTS via Coursera