

Sara Lanzas.









UX/UI DESIGNER

[WWW.SARALANZAS.CO.UK](http://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.

-  s.lanzas08@gmail.com
-  +44 (0)7423 733 264
-  Glasgow, UK
-  [LinkedIn](#)
-  www.saralanzas.co.uk

PROFILE.

Hi, I'm Sara, a UX Designer with experience in digital design and research. Having a background as a therapist, gives me a wealth of transferable skills to bring into the UX field. I speak 3 languages and I thrive in a collaborative environment. I am looking for a UX role where I can work within a team in user-centred projects and create insightful solutions to deliver products and services based on research.

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