

Sarah Cumens

UX/UI Designer

[LinkedIn](#)

Gilbertsville, Pennsylvania / (484) 374-7223 / secumens@gmail.com

Skills

WordPress, Elementor, Adobe Creative Cloud, HTML, CSS, JavaScript, Java, SQL, Figma, Miro, Slack, ClickUp, Trello, Illustrator, Photoshop, InDesign, Google Drive, Sketch

User Research, Usability Testing, Customer Journey Mapping, Prototyping, Wireframing, Information Architecture, SEO Optimization, Responsive Design, Web Design, User Interface Design, User Experience Design, Visual Design, Interaction Design, B2B, B2C, Design Systems, Agile, Ecommerce

Experience

Lead Web Designer

- Overhauled websites for over 20+ clients to conceptualize and deploy responsive site designs, troubleshoot pain points and effectuate any requested additions, and coordinate all routine site maintenance
- Executed all aspects of site design from developing and implementing design systems to conducting UX audits and creating action plans to ensure seamless user experience achieving an increase in conversions
- Optimized over 15 sites for SEO which generated more than 50% more leads
- Managed a 2-member team of designers to enhance client websites and increase search engine optimization and conversion rate optimization
- Initiated the use of design systems for 25+ clients to help reduce design inconsistencies

Succeeding Small / 2022 - Present

Principal Designer & Founder

- Established a startup to collaborate with over 10 small business owners in need of a brand identity refresh and service digitizing to increase customer conversion
- Defined and developed unique and strategic brand identities, establishes design systems utilized across 3+ social media platforms, and designs and builds for 15+ brands fully custom, responsive websites
- Implemented site maintenance throughout the month to over 5 companies to keep the website functioning properly and user-friendly

Sarah Cumens Design Agency / 2022 - Present

Web Designer

- Executed large scale website updates for clients and oversaw the site editing process for any other minor revision requests for 5+ clients
- Conducted regular site upkeep throughout the month for over 10 clients to keep the website content and images up to date

Black Door Creative / 2022 - Present

Freelance Web Designer

- End to end design and shipment of user-friendly and unique websites

- Conceptualized designs from wireframe and prototype production to UX writing and brand/identity design for 10+ clients

Amity Digital / 2021 - 2022

Web Designer

- Designed and developed user-friendly websites for over 50 clients by leveraging original template creation via WordPress and Elementor
- Built and maintained UI kits for each client to increase site building efficiency and right to self-repair purposes

Enter.Net / 2020 – 2021

Education

UX/UI Certificate

Coding Dojo / 2022 - Present

Digital Multimedia & Design Bachelor of Fine Arts Degree

83 credits completed to date

Penn State World Campus / 2020 - 2022

Information Technology Associate's Degree

Montgomery County Community College / 2018 - 2020