

Multi-
disciplinary
designer
with code
chops.

Sarah K Hallacher

Brooklyn, NY

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SKILLS

Art Direction
Visual Design
User Research
Systems Thinking
Branding
Prototyping
Wireframe + UI design
Front-end Development

TOOLS

Adobe Creative Suite
Sketch
Invision
HTML/CSS/JS

PASSIONS

Traveling (and packing light)
Cooking from scratch
Ceramics on the wheel

EDUCATION

MPS, Interaction Design

Interactive
Telecommunications
Program (ITP) @ NYU
2011 - 2013

Certificate of Completion

Shillington School of
Graphic Design
2010 - 2011

BS, Studio Art

Tyler School of Art
@ Temple University
2003 - 2007

Freelance Art Director + Designer @ The Future Project

May 2018 - present

Non-profit successfully mentoring and coaching young people nationwide

- / collaborating with creative director to define visual systems for architecture of company
- / leading design and branding audit to create a style guide for all instructor-facing content
- / providing design direction on student-facing experiences lead by researchers and producers
- / developing visual design for all educational materials used in 2018-2019 school year

Lead Digital Designer @ minds + assembly

Sep 2017 - April 2018

Small pharma agency creating content for rare disease patients

- / represented design and engineering teams on new business pitches & client presentations
- / lead digital design initiatives including both client-facing and internal projects
- / met regularly with clients to present brand strategy and ongoing UX/visual updates
- / collaborated with team of copywriters to implement concept and vision of products

Digital Product Designer @ General Assembly

Sep 2014 - Jun 2017

Education startup developing programming and design courses

- / designed interactive, web-based programming tools for suite of online courses
- / lead team of instructional designers to conduct user research on student experience
- / provided front-end development to ensure continuity within visual design and experience
- / produced instructional design system for content versional control, QA, and ongoing updates
- / acted as lead web design instructor and managed small team of full-time instructors

Freelance Interaction Designer @ Scatter

Jun 2013 - Jan 2014

Studio creating immersive stories and AR/VR creativity tools

- / established user experience for award-winning interactive documentary CLOUDS
- / designed and developed system to define narratives using custom algorithm
- / provided visual design + art direction for interfaces, menu systems, and interactive elements
- / outlined concept for experiential presentation for film's premiere at Sundance

Freelance Product Designer @ Microsoft Research

Jun 2012 - Apr 2015

Research team focusing on Future Social Experiences (FUSE Labs)

- / designed web-based experiences on navigating emotions and creating community online
- / regularly presented concepts and user flows to managing director and design director
- / acted as UX + visual designer, art director, and illustrator for user-facing designs
- / coauthored and presented research findings at ACM CHI in Paris, FR
- / co-directed graduate research group experimenting with API and dataset