

Multi-  
disciplinary  
designer with  
code chops.

# Sarah K Hallacher

Brooklyn, NY

hello@sarahmak.es

## 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  
Hiking

## 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

## OVERVIEW

Freelance Designer + Art Director @ sarahmak.es since 2011

*Focusing on user-centered design for small businesses, education, and social good*

Select Clients: Microsoft Research, New York University, Walmart, Otsuka,  
General Assembly, The Future Project, Meow Meow Tweet, Monfefo, Scatter

## SELECT ROLES

Senior Designer @ Hyperakt 2018 - 2019

*Social impact design studio that partners with visionary organizations*

/ leading design and creative direction on print + web components for annual report  
/ directing junior designers through early concept work and product photography  
/ collaborating with creative director to lead client presentations and correspondence

Art Director + Designer @ The Future Project 2018

*Non-profit successfully mentoring and coaching young people nationwide*

/ collaborated with creative director to define visual systems for architecture of company  
/ lead design and branding audit to create a style guide for all instructor-facing content  
/ provided design direction on student-facing experiences lead by researchers and producers

Digital Product Designer @ General Assembly 2014 - 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

Product Designer @ Microsoft Research 2012 - 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