

SPARKS

Creative Directon + Research + Experience Design

sparks-of-art.com | alt-yellow.com | @sparks_of_art

SKILLS

A/B Testing, Agile Methodology, Affinity Mapping, Card Sorting, Creative Direction, Creative Strategy, Community Building, Data Viz, Ethnography, Experience Design, Facilitation, Field Studies, Focus Groups, HCD, Heuristic Evaluations, Ideation, Illustration, Immersive Design, Interviews, Journey Mapping, Product Design, Project Management, Prototyping, Qualitative Research, Scrum, Service Design, Stakeholder Management, Survey Design, Usability Testing, UI Design, UX Strategy, Wireframing, Workshops

SOFTWARE

Adobe CC, Airtable, Alchemer, Asana, Calendly, Campaign Monitor, Drupal, Excel, Experience Fellow, Figma, InVision, JIRA, Keynote, Mailchimp, MAXQDA, Miro, Mural, Optimal Workshop, Powerpoint, Recollective, Respondent, Sketch, Slack, Smaply, Survey Monkey, User Testing, Wordpress, Xtensio, Zoom

EDUCATION

Experience Design Certificate Program
Odyssey Works
Feb - Nov 2024

BFA Design + Advertising (Psychology)
The University of Tulsa
Aug 2009 - Dec 2012

CONTACT

Preferred Name: sparks
Pronouns: they/she
Email: sparks.be.nimble@gmail.com

EXPERIENCE

alt-yellow

Founder + Creative Director | Portland, OR | Feb 2023 - Present

- Creative direction and worldbuilding. We design custom immersive experiences that evoke wonder and inspire change. [alt-yellow.com]

Sarah Sparks, LLC

Design Research / UX Strategist | Portland, OR | May 2021 - Present

- Leading creative direction, design research and experience design.
- Past clients include: Apple, Nike, Microsoft, Goldman Sachs, ABC, The State of California, The State of Colorado, Ancestry and many more.

Evolve Collaborative

Associate Creative Director | Portland, OR | Feb - Sep 2022

- Creative direction, UX strategy, service design and product research.

NIKE, Inc.

Sr. Experience Designer | Portland, OR | Jan 2020 - June 2021

- Strategized, designed, and led a variety of qualitative research to help improve the experience of NIKE employees worldwide
- Led research that influenced the successful launch of several internal apps, websites, global initiatives, trainings, and policies
- Created and managed the NIKE Experience Insiders community
- Helped establish the first NIKE Research Community of Practice
- Presented at the 4th Annual LEAD Conference, June 2019
- 2020 JDI Award Nominee

Service Experience Designer | Feb. 2019 - Jan. 2020

Qualitative Researcher | Aug. 2018 - Feb. 2019

AsylumConnect

UX Design Team Lead | Remote | June 2018 - July 2019

- Hired on and led the UX team at AsylumConnect, a non-profit providing safe resources for LGBTQIA asylum seekers in the U.S
- Established UX strategy and best practices for design and user research across the organization

Freelance Creative

UX Researcher + Designer | Tulsa, OK | Oct 2017 - Feb 2018

- Kindara - empowering new users to take control of their fertility
- TED-Ed - making global education more accessible

Information Designer | Jan 2016 - June 2018

- Designed data visualizations, infographics, marketing material, brand style guides, and illustrations for a variety of clients