

# Sarah Machicado

## User Experience Designer

### Summary

Sarah is a designer creating playful, accessible and socially impactful experiences for education and immersive technology.

### Skills

#### Research

Secondary Research  
Heuristic Evaluation  
User Interview  
Affinity Map  
Empathy Map  
Card Sort  
User Journey Map  
User Persona  
Usability Test

#### Design

Design Thinking  
Wireframe Prototype  
Interaction Design  
Motion Graphics  
Visual Design  
Iconography  
Illustration  
Visual Brand

Feb 2021  
Mar 2021

#### Tools

Illustrator  
After Effects  
Photoshop  
Cinema 4D  
Unity  
Sketch  
Figma

#### Development

HTML  
CSS  
Javascript  
ReactJS  
Python  
C#

Jun 2020  
Dec 2020

### Education

#### Circuit Stream

##### XR Development with Unity, Spring 2021

Mastered skills in XR prototyping during a live 10-week project-based foundational course and 1:1 mentorship for AR + VR using Unity, C#, Vuforia, Locomotion.

2016-2020

#### Springboard

##### UX Design Certificate, Summer 2020

Mastered skills in wireframing, interaction design, prototyping, and usability testing as a part of a framework focused on the discovery, design, and evaluation phases of user-centered design.

#### 4geeks Academy

##### Full-Stack Development, Fall 2020

Mastered skills in front-end using HTML, CSS, Javascript, React framework and back-end: Python, Flask, REST API's, Databases, SQL.

2014-2016

#### Maryland Institute College of Art

##### BFA, Illustration & Graphic Design Class of 2012

### Contacts

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### Projects

#### Tangible AI - Blank Page™

##### AI Engagement Tool For Writing Education

Blank Page™ is Conversational AI designed to help high school students develop critical thinking and prewriting skills.

- Conducted extensive user research to solve the critical pain points for one of the Blank Page™ users, the teacher.
- Made significant impact by convincing stakeholders to change design direction while implementing new feedback.
- Brainstormed and designed Blank Page™ product features.
- Collaborated closely with other UX designers to deliver wireframe prototypes at the end of a one-month duration project.

#### Puppo

##### Personality Dog Adoption Mobile Experience

Puppo is a concept mobile app experience designed to solve the critical pain points encountered during the dog adoption journey.

- Conducted extensive user research to discover and define two of Puppo personas.
- Explored solutions through several design thinking strategies to create a low-fidelity prototype for usability testing.
- Adapted an iterative design approach by conducting three usability testing phases with a total of fifteen participants.
- Designed a UI style guide and high-fidelity prototype for Puppo dog adoption mobile app experience.

### Experience

#### Magic Leap

##### Interactive Visual Designer

Visual designer for the user experience team within the product department at Magic Leap, collaborated with cross-functional teams to implement a consistent visual design language for spatial computing and screen-based applications and experiences.

- Visual design lead for Magic Leap's 20 branded emoji family, developer tools suite, and for over 200 system icons.
- Art directed 3D artists and contractor, Buck, to deliver emoji 3D models and animation assets.
- Designed an LED UX pattern design system for accessibility.
- Created a UI toolkit for screen-based applications and worked closely with software engineers to update and reskin UI.
- Visual design support for various team core app projects: screens, helio, social, Magic Leap One packaging, out of the box experience, and mobile companion app.

#### Visual Brand Designer

In-house designer for a small design team within the design department during Magic Leap's early fast paced start-up years.

- Creative lead for various in-house projects, brand assets, logos, environmental graphics and package design concepts.