

# Sarah Azamy

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Washington, DC  
240-353-4484  
sarah@ikhandesign.com  
[ikhandesign.com](http://ikhandesign.com)

## EXPERIENCE

### ***User Experience Manager, S&C Electric Company*** ***[05/2021-Current]***

- Spearheading and directing a multidisciplinary team of six UX and UI designers and software engineers to conceptualize, develop, and maintain a comprehensive cross-platform design system, ensuring consistent user experiences across web, mobile, and desktop applications
- Collaborating with product managers, engineers, and stakeholders to gather requirements, understand user needs, and incorporate diverse perspectives, fostering a unified approach to design and implementation
- Creating comprehensive documentation and training materials that guide designers, developers, and stakeholders in effectively utilizing the design system's assets and maintaining its integrity
- Seamlessly combining UX design proficiency with hands-on coding skills to bridge the gap between design concepts and practical implementation
- Translating intricate design wireframes into functional prototypes, enabling accurate visualization and rapid iteration
- Implementing design components into full-functioning ReactJS and ReactNative components
- Played a pivotal role in integrating design system components into the codebase, ensuring that the coded interfaces adhered to established design patterns and maintained visual consistency
- Designing software UI and components using the standards outlined in the design system
- Defining and shaping the customer experiences for software across various platforms
- Identifying and transforming customer needs into digital and physical solutions
- Collaborated with engineering teams on AI-enhanced features, such as intelligent dashboards, recommendation systems, or natural language interfaces to improve customer workflows

### ***Adjunct Faculty, Towson University*** ***[01/2018-05/2024]***

- Designing and delivering dynamic curriculum for Mass Media Graphics course (MCOM415)
- Proficiently guiding students in utilizing Adobe Creative Suite, including Photoshop, Illustrator, and InDesign, to create visually compelling graphics and layouts that meet industry standards
- Engaging students through lectures and facilitated group discussions, encouraging critical thinking and fostering an environment conducive to open dialogue about current media trends
- Developing fair and comprehensive assessment methods, including critiques, design evaluations, and project presentations, to accurately measure students' progress and provide constructive feedback

### ***Senior User Interface (UI) Designer, S&C Electric Company*** ***[01/2017-05/2021]***

- Lead the design and development of web-based enterprise software
- Implemented the front-end web development of UI designs
- Performed code reviews for front-end development
- Created rapid prototypes (mockups, screen flows, interactive models, etc.) to test with users and integrate feedback through an iterative process
- Collaborated with product management and engineering
- Created documentation (user personas, experience maps, interactive and static wireframes, prototypes etc.) to support the design and development of a range of digital products

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## **Senior Creative Manager, Squire Patton Boggs** **[02/2014-12/2016]**

- Designing new mock-ups and UI specifications for [squirepattonboggs.com](http://squirepattonboggs.com)
- Designing user interface for internal and external applications and ensured usability during technical implementation
- Liaising among multiple functional teams including product content management, software engineer, graphic designer, and product marketing
- Designing and managing all creative products produced by the business development and marketing department for internal and external distribution
- Managing and developing communication materials with the global creative team through the June 2014 merger of 2 international law firms — Patton Boggs LLP and Squire Sanders
- Collaborating with attorneys to identify and develop client-specific marketing campaigns using social media, landing pages, email marketing, media campaigns, and events
- Designing navigation, wireframes, page prototypes, user workflows and layouts focusing on usability
- Spearheaded the successful launch of a new brand and accompanying website in less than 6 months by directing project flow to ensure project deliverables, scope, functionality, and timing objectives were met
- Negotiated and managed all vendor and supplier relationships with an internal budget of +\$1 million
- Developed plan to update all print and digital materials to adhere to the merged visual identity

## **Creative Manager, Patton Boggs LLP** **[07/2012-02/2014]**

- Led the development, design and implementation of firmwide messaging, re-brand, and website projects — successfully launched a new brand and accompanying website in less than 12 months
- Produced functional and technical requirements for the website — based on research (surveying website users, clients, internal stakeholders, etc.)
- Produced comprehensive brand standards to ensure visual and verbal consistency across all materials and all offices
- Managed a team of designers and internal stakeholders in the production and implementation of print and digital marketing materials for internal and external communications
- Collaborated with Directors and Chief Marketing Officer to define the strategy, mission, technical, marketing, and business requirements for the firm's marketing strategy
- Provided leadership and written communication of objectives, priorities and schedules to stakeholders

## **Senior Web/Graphic Designer, Patton Boggs LLP** **[06/2010-07/2012]**

- Designed print and digital marketing materials
- Designed presentations to promote graphic standards and brand guidelines internally
- Collaborated with regional staff to develop and design marketing materials and maintain firm-wide production schedule
- Collaborated with Web Coordinator on web site updates and other digitally based design initiatives

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## ***Web/Graphic Designer, Patton Boggs LLP*** ***[03/2008-05/2010]***

- Designed and managed all marketing advertisements, print collateral, websites, and event promotion
- Managed and maintained internal and external websites
- Designed and developed firm micro-sites using CMS: "FirmConnect"
- Wrote standard operating procedures for marketing department

## ***Web and Graphic Designer, Conceptual Geniuses*** ***[01/2007-12/2010]***

- Designed corporate identities, print collateral, websites, and invitations
- Front-end website development
- Managed content management systems for various clients, across various industries
- Wrote training manuals and trained clients on software
- Assisted with managing events and conferences

## ***Graphic Designer, Prestige Screen Printing, Inc.*** ***[01/2003-12/2006]***

- Designed marketing materials: postcards/brochures for internal marketing
- Designed posters and signs for external clients and internal marketing
- Maintained client mailing database for direct-mail promotions
- Aided in printing set-up and production

## ***Marketing Specialist, Girl Scouts Of Maryland*** ***[09/2004-06/2006]***

- Designed marketing materials, and promotional items for GSTeens web site
- Organized and mentored Girl Scout monthly meetings

## **EDUCATION**

### ***Masters In Fine Arts: Graphic Design*** ***[Graduated 03/2011]***

Savannah College of Art and Design  
SCAD Honors Scholarship  
Thesis: *The Effect of Social Media on Political Marketing*

### ***Bachelors Of Arts: Graphic Design*** ***[Graduated 05/2007]***

University of Maryland, Baltimore County  
Cum Laude, Dean's List Honors Program