Sara A. F.

UX & Product Designer

SUMMARY

Product & UX Designer with a foundation in contemporary fine arts and educational design, skilled at blending user-centered strategy with impactful visual storytelling. Experienced in user research, prototyping, and interface design, I create solutions that prioritize inclusivity and clarity.
My cross-disciplinary methods and hands-on approach fuel meaningful user experiences, whether in the studio or inspired by the world beneath the surface.
Currently completing a Product Design certification at CareerFoundry.

TOOLS & SKILLS

Research: Interviews, Surveys, User Personas, Usability Test, Card Sorting, A/B Testing, UX strategy
Design: Figma, Wireframing, Adobe, Mock-ups, Prototyping, Canva, AI
Code: HTML, CSS, JavaScript (basic), GitHub
Project Management: Notion, Trello, Agile, Slack, Miro, Presentations

PROFESSIONAL EXPERIENCE

Scuba Diving Instructor & Digital Designer | 2023 – Present
SportJugendClub Wedding, Berlin

• Led scuba diving courses for youth in vulnerable situations, using empathy and adaptive communication to build trust, confidence, and teamwork.
• Designed promotional posters and flyers for outreach and fundraising events, applying visual design principles to boost community engagement and brand visibility.
• Worked with instructors and staff to refine course delivery through continuous feedback, iterating on both teaching methods and educational materials to better meet student needs.

Freelance Visual Artist & Graphic Designer | 2011 – Present
Berlin

• Led over 50 multidisciplinary creative projects from ideation to execution across galleries, museums, and digital platforms.
• Designed immersive, user-focused experiences integrating sculpture, video, sound, and mixed-media installations.
• Applied UX principles in storytelling and exhibit layouts, tailoring experiences to diverse audiences and environments.
• Produced digital assets for events and exhibitions using Adobe Suite and Canva, supporting outreach and communication goals.

Artworks & Prototype Production | 2012 – 2019
Art & Design Studios | Berlin

• Developed and installed art installations and interactive objects for 5 international artists.
• Helped streamline production workflows, contributing to consistent, on-time project delivery.
• Collaborated within large, multidisciplinary teams of up to 100 people, strengthening coordination, time management, and visual communication skills.

SELECTED PROJECTS

GlintUp – Mental Health Support App | 8 weeks

Challenge: Address the lack of queer-affirming, culturally sensitive, and multilingual digital mental health tools for LGBTQIA+ youth, which leads to low engagement and reduced access to personalized care.
Action: Designed a mobile app focused on inclusive UX, with features like crisis-response flows, customizable support paths, and language accessibility. Conducted user research, crafted personas, and developed a prototype emphasizing safety, trust, and identity affirmation.
Result: Created a solution that promotes accessibility and engagement, tested with users to validate emotional tone, usability, and content relevance in support of LGBTQIA+ mental well-being.

Gissel Gallery Virtual Tour | App | 8 weeks

Challenge: Designed an app concept to strengthen the gallery's presence, promote its artists, and provide visitors with a unique, immersive experience for discovering and appreciating artwork, with the potential to increase sales by up to 30%.
Action: Conducted user research, created personas and task flows, and designed wireframes and a high-fidelity prototype in Figma.
Result: Delivered a user-centered solution with improved usability, intuitive navigation, and clear product hierarchy based on testing insights.

Case studies and additional projects can be viewed on my portfolio website

EDUCATION & CERTIFICATIONS

Product Design Certification & UI Specialization
CareerFoundry | In Progress, 2025
Google UX Design & Digital Marketing & E-commerce Professional Certificates
Coursera | 2022-2023
Full-Stack Software Engineering
Coyotiv GmbH, Berlin | 2022
Advanced Diploma in Applied Arts and Design
La Palma School of Art & Design, Madrid
Advanced Vocational Diploma in Stage Machinery, Props, and Set Construction
CTE Performing Arts, Madrid
CertHE in Fine Art Practice
Northumbria University, Newcastle Upon Tyne

AWARDS & RECOGNITIONS

Certificate of Excellence in Course Instruction | PADI | 2024
Contemporary Talents Award | François Schneider Foundation | 2018
Aurelio Blanco Award for Art & Design | Comunidad de Madrid | 2011
Sculpture & Mask Design Prize | La Palma School of Art & Design, Madrid | 2011

LANGUAGES

Spanish - Native   **English** - C1   **German** - B2   **Italian** - A2