

# Sarah Arnegard

## UX AND CUSTOMER RESEARCH SPECIALIST

Reduce risk and create winning products by truly understanding your customers

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## EXPERIENCE

### **Tyro Payments, *Customer Researcher*** FEB 2016 - APRIL 2017

Product Designer and Customer Researcher for Tyro Smart Growth Funding, winner of Fintech Australia's award for Innovation in Lending

- Converted business assumptions into testable hypotheses and designed experiments with crystal clear success metrics
- Rapidly invalidated concepts to reduce wasted engineering effort and bring products to market faster
- Prioritized features based on customer and business value while weighing engineering difficulty
- Designed research studies on beta versions of the product and presented results to stakeholders
- Interviewed 40+ customers to discover how we can best deliver a compelling product
- Consolidated interview data into 6 personas to help Designers, PMs, Engineers, and Marketing better understand user behavior
- Facilitated design workshops with engineering teams, PMs, and executive stakeholders to swiftly explore feasible solutions
- Conducted internal research to increase the value the design team provides the company

### **Sookasa Inc, *Product Designer*** DEC 2014 - JAN 2016

Responsible for all research and product design activities

- Devised new sharing flow, increasing sharing rate in user tests from 20% to 66%
- Designed integration experience around Google Drive, web, and desktop apps increasing the addressable market by 44%
- Redesigned the UI and UX of web application including permissions, device locking, user settings and profiles, contact lists and other core functionality
- Spearheaded the design of the company's new risk detection product
- Conducted user research and created prototypes, mock-ups, and spec documents
- Used my research to craft a new UI style guide and built bootstrap templates for the engineering team

### **Fetchh.io, *UX Design Consultant*** MAR 2015 - JAN 2016

Advised the startup on product and UX design best practices

- Planned user flow and product roadmap of the app with the CTO
- Monitored Google Analytics to validate user flow hypotheses

### **General Assembly, *UX Expert in Residence*** NOV 2015 - JAN 2016

Mentored students in design and research methods

### **Workboard Inc, *UX Contractor*** OCT 2014 - NOV 2014

Created personas based on research about customer segments

## SKILLS

Conducting research studies  
Experiment design  
Uncovering user needs  
Requirements gathering  
Usability testing  
Personas and user journeys  
Analyzing user research  
Facilitating UX workshops  
Jobs-to-be-done framework  
Rapid prototyping and ideation

## RECOMMENDATIONS

“She showed great leadership skills, managing the research for many concurrent streams of research around our customers while truly caring about delivering meaningful, helpful solutions.”

– James Taylor, Tyro (*Product Design Lead*)

“The breadth of her skills and ability to work both independently and collaboratively make her a huge asset on any team.”

– Dan Manian, Sookasa (*VP of Product*)

## EDUCATION

General Assembly SF, UX Design Immersive program

University of Washington, BFA in Digital Media