



# Sarah Richards

Senior UX Designer/Art Director

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I have successfully worked in the field of visual design with a focus on user experience for over 14 years, spanning across a diverse range of industries including finance, science, publishing, mobile, education and entertainment and have won numerous design awards for my work.

I have held senior positions in Australia at Different, Optus, The White Agency, ACP Magazines and in the UK at Nature Publishing Group and Discovery Networks Europe.

I am highly skilled in visual concepting, complex information visualisation, visual voice mapping, moodboards, user testing, prototyping, wireframing, comparative analysis, interaction design and development, service design, mobile design, tablet design, interface design and illustrating.

After a break in 2013 on maternity leave and 2 years in hospitality while my children were young, I am returning to work in UX Design and looking for a new opportunity to challenge and grow my skills.

## Employment

Oct 2019 – Jul 2021

### Canteen Manager, Blaxland East PS

Blaxland East Public School is located in the Blue Mountains and I was responsible for managing the running and operations in the canteen including designing and implementing a new menu to be compliant with the NSW Healthy School Canteen Strategy. I won several awards for our healthy food promotions such as the Healthy School Canteen Competition in 2019.

Jan 2008 – Jun 2013

### Principal Designer, Different

Different was a customer-centered design consultancy in Sydney. I worked closely with Experience Architects and clients to create award winning, usable websites, interfaces and services. Responsibilities included; art direction, customer-centered design, concepting, wireframing, brand workshops, visual voice mapping, visioning, creating personas, illustrating scenarios, competitive analysis, writing white papers, mentoring junior staff and Lead Designer for the following projects: [Macquarie Bank](#)

[Personal website](#), Macquarie Bank Edge Online Trading website, (awarded Amber Award for Customer Experience – Best Online Broking in 2009 and the [AIMIA Award for Financial Services](#) in 2010), [SBS - World News](#) (Official Honoree at the [13th Annual Webby Awards](#)), [Hillross Practices](#), SBS Le Tour de France (short listed in the 2008 AMIA awards), SBS Dateline, [SBS Insight](#), [SBS Rockwiz](#), [SBS MadMen](#), Telstra BigPond Sports Video Player, wireframes and concepts for [SBS on Demand](#), Foxtel STB recommendations, Westpac RedBank, Thompson Reuters charting interface design, AMP, Westpac, Austar, Hotfrog and [Harvey Norman](#). Co-writing white papers on the importance of [Personality](#) and [Personal in customer centric design](#) for UX mag.

Nov 2007 – Dec 2007

### Web Designer (Contractor), The White Agency

Joined The White agency as a contractor to help out during the busy end of year ramp-up. Worked on designs for Commonwealth Bank, MySpace, Coca Cola and Telstra BigPond.

2005 - 2007

**Senior Web Designer, Optus Singtel**

Joined Optus as a contractor in late 2005 to work on a high-profile joint venture with ninemsn to redesign the OptusNet dial-up, DSL and Cable internet portal. Job responsibilities included the creation of the myZOO brand and style-guide, interface designs and front-end development of the site in XHTML and CSS, design of the user tutorial in Flash and web advertising. View DSL portal at: myZOO. Other duties included creating mini-sites and maintaining the following websites and WAPsites: myZOO Mobile, myZOO Mobile WAPsite, OptusNet Cable, OptusNet DSL, OptusNet Dial-up and Optus Retail/Corporate.

2002 - 2005

**Senior Web Designer, Nature Publishing Group**

Nature Publishing Group (NPG) is the scientific publishing wing of Macmillan Publishers in London. NPG publish scientific journals like Nature in print and online. Responsibilities included: leading the web design team in look and feel, representing the team in meetings, planning projects, creating style and technology guidelines, conducting usability tests, training designers in new technologies, creating Flash animations, as well as the design and development of many high-profile websites.

2002

**Freelance Photographic Researcher,  
Discovery Networks Europe**

Discovery Networks Europe is a high-profile factual television broadcast company based in London. Responsibilities included the management of web-based image database migration from image.net to pressweb. Other duties: web tutoring, photographic research, photography on shoots, web maintenance, editing footage using Avid and managing photographic program publicity for Europe, Middle East and African press offices.

1999 - 2001

**Senior Designer, Cable & Wireless Optus**

Optus is Australia's second largest telco with a heavy focus on cutting-edge technology and innovation. Responsibilities included the research, design and development of cross-browser/cross-handset websites such as: Optus retail (Winner of the Creative Excellence award in the International Web Page Awards 1999), Cable & Wireless Optus corporate, Ozitalk Sydney Olympic games, Optus Internet & Excite Australia co-branded portal, Networker, Info2you and WAPsite: Networker, the first WAP portal to be launched in Australia.

1998

**Multimedia Designer (Intern),  
American Museum of Natural History**

Two months internship at the American Museum of Natural History in New York. Working on interactive kiosk interface designs and digital video for exhibits such as; the Hall of Biodiversity, the Hall of Planet Earth and developing the web-based newspaper Biobulletin.

## Education & Training

- Bachelor of Arts in Communication Design, Queensland University of Technology, Brisbane, 1998
- SemiPermanent Exhibition, Sydney, 2006-2012
- Macromedia Tricks of the Trade Workshop, Sydney, 2007
- Web Standards Group, Sydney, 2006-2009
- WebJam, Sydney, 2007-2009
- BarCampSydney, Sydney, 2007
- Project Management course, Macmillan, London, 2004
- Web Accessibility for Developers & Designers, Userfocus, London, 2004
- Macromedia Flash (level 2-3), Macromedia Training Centre, Sydney. 2000
- Certificate of Photography, TAFE, Brisbane. 1995