

# SARAH NEUMANN

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## PROFILE

Motivated UX Design student with experience in user research and design, product development, and cross-functional collaboration. Skilled in gathering user feedback, defining product requirements, and analyzing performance metrics to drive informed decisions. Proficient in managing documentation and contributing to impactful product solutions.

## EDUCATION

### Purdue University, West Lafayette, IN

Bachelor of Science in User Experience Design, Minor in Business Management

GPA: 3.84/4.0 | Expected Graduation: May 2027

- Dean's List & Semester Honors (All Semesters)

## PROFESSIONAL EXPERIENCE

### Ascend Indiana

Indianapolis, Indiana

#### Product Marketing Internship

January 2025 – Present

- Conduct user research to develop detailed user personas, ensuring the platform aligns with diverse user needs.
- Collaborate closely with the product team to integrate user insights into platform design and feature development, improving overall user experience.

### Kontaktsource

Remote

#### UX/UI Design Internship

December 2024 – Present

- Conduct user research and analyze feedback to inform design decisions and enhance platform usability.
- Contributed to product development by conducting user research, usability testing, and providing actionable insights to engineers for iterative improvements, enhancing user experience and playform functionality.

### Soccer Shots Franchising

Carmel, IN

#### Marketing Internship

May 2024– August 2024

- Designed engaging social media posts, applying user-centered insights to enhance brand visibility and audience engagement.
- Organized community outreach events, establishing partnerships with 32 local organizations and expanding brand impact.

### Purdue University RecWell

West Lafayette, Indiana

#### ACE Certified Cycle Instructor

November 2024 - Present

- Led inclusive, high-energy cycling classes for diverse fitness levels emphasizing accessibility and engagement.

## PROJECTS

### Tiny Threads – December 2024

- Developed a functional e-commerce website for sustainable children's clothing, improving navigation and user experience.

### Mind Space – November 2024

- Designed a mindfulness app prototype, developing wireframes and improving user flow based on usability testing and user research.

### ChorePal – July 2024

- Developed a gamified task management app prototype using Figma, incorporating user feedback to enhance functionality and appeal.

## CERTIFICATIONS

- Google UX Design Professional Certification — August 2024
- Google Artificial Intelligence Essentials Certificate — August 2024

## LEADERSHIP AND INVOLVEMENT

### Director of Diversity, Equity, and Inclusion (DEI)

Kappa Kappa Gamma

November 2024 – Present

- Organized DEI workshops and events to improve inclusivity.
- Collaborated on university-wide DEI initiatives.

### Member – Purdue UX Design Club

November 2024 – Present

- Participated in workshops and events to develop user-centered design skills.

### Sheet Sign Committee Chair

Kappa Kappa Gamma

January 2024 – November 2024

- Managed creative projects for chapter promotions and campus events.