

Sandie Wright

Detailed, Curious, Positive, Creative

sandiewright.com

Experience Lead razorfish marketing transformation (Mar 2015 - present)

From 2015-2020, I guided the transformation of digital experiences for Microsoft partners, generating more than \$8.4 million in total revenue for the One Commercial Partner group. During those 5 years, our scope of impact was vast. For example, I helped migrate their .com site onto the Sitecore platform, which involved a massive content audit, content strategy and design system & component library creation. As part of this, I created dynamic page templates as well as governance guidance for content authors. Additionally, I helped migrate several 3rd party sites across the ecosystem onto the platform, auditing the content and redesigning the site as part of the process.

To drive conversion, I designed simple and intuitive IA, Taxonomy, Filtering and Search solutions to help partners more easily understand the programs and content. I conducted user research and crafted user testing plans and surveys for various projects in order to optimize experiences.

As part of the overall content strategy, I helped design a self-service, guided experience that provides tailored content for partners that helps them build, publish and sell their app in the marketplace. To do this, we used machine learning, taxonomy and personalization.

Currently, I am part of a team of content strategists, copywriters and UX designers who maintain and evolve an enterprise white label product in the retail credit card industry.

Interaction Designer Salient6 (June 2012 - Feb 2015)

During my time at this 20 person Microsoft technology startup, I had the pleasure of creating solutions for companies like Subway, UW Medicine, Wilbur-Ellis and Microsoft. I designed public facing websites, portals & intranet sites, IA & content strategy, a native iOS app, conducted user research, testing and interviews and created wireframes, prototypes & visual design comps.

Education & Training

- Toastmasters International - Leadership & Communication (2016 - present)
- Web Design & Development Certificate - Seattle Central Community College (June 2011)
- B.A. Photography, Art History, Creative Writing - The Evergreen State College (2004)

User Experience

- System Design
- Content Strategy
- UX Research & Analysis
- Product Design
- IA / Taxonomy
- User Flows
- User Journeys
- User Testing

Interaction Design

- Prototyping
- Wireframes
- Accessible Design
- Functionality and Spec Documentation
- Mobile-first Design

Creative / Visual Design

- Web & Print
- Branding
- Photography
- Color Theory
- Typography
- Pattern & Component libraries
- Grid Systems & Layouts
- Style Guides