

# Sarah Keene

## UX/UI/Product Designer

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Senior UX and Product Designer with 10+ years delivering digital experiences that perform, across agency, in-house and product environments. Owns end-to-end design across UX/UI, e-commerce and design systems, from research and strategy through to launch. Brings sharp conceptual thinking with a strong technical foundation, integrating data, user research and AI-powered experimentation to drive growth, with accessibility and inclusion at the core.

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## EXPERIENCE

### Creative Leader | Art Director

Goldcrest Creative  
May 2025 – Present

- Freelance digital creative and art direction across clients in home decor, tech and non-profit including Samsung, Electrolux, KitchenAid, Sealy, Whirlpool and Pasadena Audubon.
- Own end-to-end creative delivery across digital and traditional channels, including web design, UX/UI, ecommerce optimisation, brand storytelling, videography and photography.
- Director and Producer on an independent feature documentary on women in weightlifting, owning full creative vision and production from concept through to post-production.

### Senior UX/UI Designer

NordicTrack Fitness / iFIT  
Mar 2024 – May 2025

- Led the complete UX/UI redesign of NordicTrack.com; a high-traffic ecommerce platform serving 800K+ monthly sessions, from research and prototyping through to launch, delivering a modern, conversion-focused experience grounded in user testing.
- Redesigned the mobile experience end-to-end, directly addressing low mobile conversion rates on a platform where 71% of sales are completed on mobile.
- Delivered a relaunch that exceeded sales forecasts and generated measurable positive growth across 2024 and 2025.
- Designed and implemented a new design system, establishing scalable, responsive UI standards and streamlined workflows that ensured consistency across web and mobile.
- Collaborated cross-functionally with product, marketing and engineering to align design strategy with business goals and with experimentation teams to optimize conversion through AI-driven personalization and segmentation strategies.

### Art Director + UX Lead

Z Gallerie: Modern Furniture + Home Decor  
Apr 2019 – Mar 2024

- Directed a complete ecommerce redesign for Z Gallerie, leading visual and UX strategy from concept through to launch, including creative direction and design system development.
- Delivered measurable results: 23% and 21% year-on-year sales lift in 2020–21, 29% increase in site sessions, and 5% uplift in average order value within one year of relaunch.
- Oversaw cross-channel creative campaigns across web, social and email, ensuring cohesive brand execution at every touchpoint.

- Recruited, trained and mentored a high-performing design team and evolved internal creative workflows to improve quality and efficiency.
- Pioneered and implemented a company-wide Diversity & Inclusion initiative.
- Leveraged AI-assisted research tools to accelerate insight generation.

### **Art Director**

**Wunderman Thompson - Microsoft account**

Dec 2016 - Apr 2019

- Art directed a team of six designers across three major Microsoft ecommerce properties; Windows, Edge and Microsoft Business, reaching over 5 million users monthly.
- Led creative execution from concept through to global launch, managing workflow, stakeholder presentations and resource allocation with the Creative Director.
- Co-developed and implemented Web Accessibility Standards (WCAG) across all Microsoft properties in the WPP group; a benchmark framework adopted globally.
- Recruited, mentored and developed design talent, led weekly team meetings to foster collaboration and maintain creative standards.

### **Senior Web Designer**

**Torrid Fashion**

Jul 2015 - Jun 2016

- Led web design and email marketing campaigns for Torrid, shaping the brand's digital identity and delivering a consistent, conversion-focused ecommerce experience at scale.
- Initiated a full mobile UX overhaul, which improved image standards, typography and accessibility, reducing friction and driving a near-doubling of ecommerce sales and conversion.
- Built and implemented new digital design standards and UX best practices, creating consistency, while supporting sustained e-commerce growth.

### **Senior Web Designer**

**Rebecca Taylor | Parker NY | XOXO**

Sep 2012 - Jun 2015

- Led design and 2nd-in-charge of the e-commerce design team, managing and mentoring junior designers and freelancers across a fast-paced, multi-brand environment.
- Designed, coded and published web and email marketing campaigns across Rebecca Taylor, Parker NY, Sam Edelman and XOXO, under the Kellwood portfolio of premier fashion brands.
- Contributed to the digital presence of Rebecca Taylor, a multi-million dollar New York runway label with its own retail stores and e-commerce operation.

### **Senior Designer**

**Westfield**

Jun 2011 - Sep 2012

- Delivered digital and print marketing campaigns for Westfield's U.S. portfolio, working within the LA branding team of the \$59B multinational group, servicing shopping centers and corporate offices nation-wide.
- Produced digital, web, print and environmental graphics from concept to completion, with extended brand support to in-center retailers as required.
- Collaborated cross-functionally with web developers, copywriters and marketing teams, managing production coordination, finished art and retouching.

### **Senior Designer**

**Bauer Media**

Nov 2009 - Jun 2010

- Art directed and designed advertising and editorial content across the Bauer Media (*Are Media*) magazine group for *The Australian Women's Weekly* and *Woman's Day*.

## Art Director

McCann Sydney

Nov 2006 – Sep 2008

- Art directed, designed and concepted national advertising campaigns across TV, digital, print & radio for brands including MasterCard, Xbox, Cheerios, Stayfree, Milo and Streets.
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## EDUCATION

**Diploma of Graphic Design** - TAFE NSW, Enmore

**Google UX Design Certificate** - Grow with Google / Coursera

**Intro to Film & TV Editing** - Glendale Community College

**Certificate in Film & TV Production** - TAFE NSW, North Sydney

**AWARD School** - NSW, 2nd place

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## SKILLS & TOOLS

**Leadership:** Creative direction, art direction, team building, mentoring, cross-functional collaboration, creative strategy, briefing & prioritisation, diversity & inclusion, workflow design

**Design:** Brand identity, campaign creative, design systems, UX/UI, responsive web, mobile, wireframing, prototyping, A/B testing, user testing, accessibility (WCAG)

**Tools:** Figma, Firefly, CS Suite, Framer, Sketch, Webflow, Shopify, WordPress, ContentStack, Dynamic Yield, Optimizely, Hotjar, ChatGPT, Claude, Miro, Jira, Asana, Trello, Premiere Pro

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## INTERESTS

Wildlife photography, documentary filmmaking, film, hiking, fitness, weightlifting

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## REFEREES

References available on request