

# SARAH KEENE

## Art Director | UX/UI Designer | Team Leadership

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https://design.sarahkeene.com

### EXPERIENCE

#### Senior Art Director

Goldcrest Creative  
May 2025 – Current

Creative Direction and Art Direction for clients across home decor, fashion, entertainment, non-profit and tech industries. Provide Strategic Direction, Research, UX/UI Design, Web Design and Marketing across digital and traditional marketing channels. Optimizing ecommerce user experiences to drive engagement and conversion. Providing content strategy, including videography, editing, production and photography.

#### Senior UX/UI Designer

NordicTrack  
iFIT  
Mar 2024 – May 2025

Led end-to-end UX and UI design for NordicTrack’s smart fitness machines and the iFIT workout app, optimizing user experiences to drive engagement and conversion. Responsible for research, journey mapping, wireframing, prototyping, and iterative testing to deliver innovative data-driven, user-centered solutions. Collaborated cross-functionally with product, marketing, and development teams to align design strategy with business goals while maintaining brand identity. Developed scalable, responsive UI and streamlined the UX workflow for efficiency, ensuring consistent, high-quality design across platforms.

#### Art Director

Z Gallerie  
CSC Generation  
Apr 2019 – Mar 2024

Directed a complete site redesign for Z Gallerie, leading visual and UX strategy from discovery through launch. Championed user-centered design through research, developing wireframes, running A/B tests, and refining solutions based on data and user insights. Oversaw cross-channel creative campaigns for web, social and email ensuring cohesive brand execution. Collaborated with product, marketing, and development teams to align UX goals with business objectives. Evolved internal creative workflows, recruited, trained and mentored a high-performing design team. Helped pioneer and implement a Diversity & Inclusion initiative.

#### Art Director

Microsoft  
Wunderman Thompson  
Dec 2016 – Apr 2019

Art direct and manage a team of six designers across three major Microsoft e-commerce properties: Windows, Edge and Microsoft Business. Led creative execution from concept through to launch, ensuring smooth rollouts of global digital marketing campaigns. Present to stakeholders, collaborate with CD to prioritize workflow, allocate resources and uphold high design standards. Recruit, mentor and motivate the design team, lead weekly meetings to foster collaboration and performance. Assisted team to develop and implement Accessibility for Web Design Standards for all Microsoft properties in the WPP group.

#### UX Designer / Art Director

OMNI Digital  
Jun 2016 – Oct 2016

Designed user-centered fashion and lifestyle ecommerce experiences across multiple brands. Created sitemaps, wireframes, prototypes, and high-fidelity designs from concept to launch. Collaborated closely with developers, copywriters to deliver seamless, conversion-focused solutions on deadline.

#### Senior Web Designer

Torrid  
Hot Topic  
Jul 2015 – Jun 2016

Web Design lead, playing a pivotal role in shaping the visual identity of Torrid – a fast growth, size-inclusive women’s fashion brand. Daily website updates and email marketing production for the ecommerce team, ensuring a seamless online shopping experience. Implemented new digital image standards and UX best practices, resulting in increased revenue and visual consistency. Liaised with the CD, photographers, retouchers and developers.

### EDUCATION

#### Diploma of Graphic Design

TAFE NSW  
Sydney, Australia

#### Google UX Design Certificate

Grow with Google  
Coursea, CA

### TOOLS

Adobe CS Suite  
Figma / Sketch / XD  
Microsoft 365  
Google Workspace  
Wordpress / Shopify  
Webflow / Shogun  
ContentStack  
Jira / Basecamp  
Trello / Asana

### SKILLS

Creative Direction  
Team Leadership  
User Experience  
Design Systems  
Responsive Web Design  
Mobile Design  
Wireframes / Prototypes  
User Testing  
Accessibility (WCAG)