

Sarah Keene

Art Director + Design Lead | UX/UI/Product

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Senior Art Director and Design Lead with 10+ years shaping consumer brands across agency, in-house and product environments, from high-level creative strategy down to the details that make the work land. My background spans brand and campaign creative, UX/UI, e-commerce and design systems. I've led design teams and multi-channel campaigns and I bring sharp conceptual thinking, backed by a strong technical foundation. I integrate data, user research and AI-powered experimentation to drive measurable growth, while keeping accessibility and inclusion at the core, to create work that's strategically grounded and human-centered.

EXPERIENCE

Creative Leader / Art Director

Goldcrest Creative Agency
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
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

Microsoft via Wunderman Thompson

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.

EDUCATION

Diploma of Graphic Design - TAFE NSW, Enmore

Google UX Design Certificate - Grow with Google / Coursera

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

AWARD School - NSW, 2nd place

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, XD, Webflow, Shopify, WordPress, ContentStack, Dynamic Yield, Optimizely, Hotjar, ChatGPT, Claude, Miro, Jira, Asana, Trello, Premiere Pro

REFEREES

References available on request