

Sarah Keene

Art Director + Design Lead | UX/UI/Product

sarah.keene@gmail.com
+61 0404 703 042
design.sarahkeene.com
Sydney, NSW

Senior Art Director and Design Lead with 10+ years delivering brand and digital work that performs, across agency, in-house and product environments. Owned end-to-end creative across brand and campaign, 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 growth, while keeping accessibility at the core, to create work that's strategically grounded and human-centered.

EXPERIENCE

Creative Leader | Art Director

Goldcrest Creative
May 2025 – Present

- Freelance Design Lead and Art Director across clients in home decor, tech and non-profit including Bon Charge, 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 conceptualised national advertising campaigns across TV, digital, print & radio for brands including MasterCard, Xbox, Cheerios, Stayfree, Milo and Streets.

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

SKILLS & TOOLS

Leadership: Creative direction, art direction, team building, mentoring, coaching, performance and capability development, team wellbeing, positive risk management culture, cross-functional collaboration, stakeholder relationship management, creative strategy, briefing and prioritisation, diversity and inclusion, workflow design

Design: Brand identity, campaign creative, design systems, service design, user research, journey mapping, UX/UI, responsive web, mobile, wireframing, prototyping, A/B testing, user testing, accessibility & inclusion (WCAG)

Tools: Figma, CS Suite, Framer, Sketch, Webflow, Shopify, WordPress, ContentStack, Dynamic Yield, Optimizely, Hotjar, GA4, Contentsquare, AI tools (Firefly, ChatGPT, Claude, Gemini, Copilot), Miro, Jira, Confluence, Asana, Trello, Premiere Pro

VOLUNTEERING

Pasadena Audubon - Creative Consultant. Website and branding support, digital design

San Diego Audubon - Website support, visual design and marketing consultation

Derby Dolls - Mentor program member. Training team support and leadership for the beginner skaters.

WIRES - Rescuer and carer for injured/sick birds and animals. Graphic, website and newsletter design

INTERESTS

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

REFEREES

References available on request