

Sarah Keene

Digital Content Designer | UX/UI & Digital Production

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Sydney, NSW

Digital Content Designer with 10+ years producing, structuring and publishing content across web, ecommerce, brand and social platforms, across agency, in-house and product environments. Experience designing user-centred, accessible content in CMS platforms, coding and maintaining web content (HTML, CSS), and using analytics tools to monitor performance and turn data into actionable content and design decisions. Strong design and UX foundation, hands-on video production experience, and a track record of leading content and design teams while keeping accessibility at the core of every project.

EXPERIENCE

Senior Digital Content Designer

Goldcrest Creative (Freelance)

May 2025 – Present

- Produce digital content and design across web, ecommerce and social for clients including Samsung, Electrolux, KitchenAid, Sealy, Whirlpool and Pasadena Audubon, writing, structuring and publishing content alongside visual design.
- Own end-to-end content delivery across digital and traditional channels, including web content, UX/UI, ecommerce content, 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 & Digital Content Designer

NordicTrack

Mar 2024 – May 2025

- Led the content structure and UX/UI redesign of NordicTrack.com, a high-traffic ecommerce platform serving 800K+ monthly sessions, from research and content planning through to launch.
- Redesigned mobile content and navigation end-to-end, directly addressing low mobile conversion on a platform where 71% of sales are completed on mobile.
- Designed and implemented a content and design system, establishing scalable, responsive standards and streamlined publishing workflows across web and mobile.
- Used analytics tools to monitor content and page performance, feeding findings back into content and layout decisions, and collaborated with experimentation teams on AI-driven personalisation.

Digital Content Lead + Art Director

Z Gallerie

Apr 2019 – Mar 2024

- Directed a complete ecommerce content and UX redesign for Z Gallerie, leading content strategy from concept through to launch, including 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 content across web, social and email, ensuring consistent brand voice and content standards at every touchpoint.
- Recruited, trained and mentored a content and design team, and evolved internal publishing workflows to improve quality and efficiency.
- Used AI-assisted research tools to accelerate content and insight generation.

Digital Content & Art Director

Wunderman Thompson – Microsoft account

Dec 2016 – Apr 2019

- Directed content and creative execution across three major Microsoft ecommerce properties — Windows, Edge and Microsoft Business — reaching over 5 million users monthly.
- Led content and creative execution from concept through to global launch, managing workflow, stakeholder presentations and resourcing 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 content and design talent, leading weekly team meetings to maintain content standards.

Senior Web Content Designer

Torrid Fashion

Jul 2015 – Jun 2016

- Led web design, content and email marketing at scale, shaping the brand's digital identity and delivering a consistent, conversion-focused content experience.
- Initiated a full mobile content and UX overhaul, improving image standards, copy structure, typography and accessibility, contributing to a near-doubling of ecommerce conversion.
- Built and implemented new digital content and design standards, creating consistency while supporting sustained ecommerce growth.

Senior Web Content Designer

Rebecca Taylor | Parker NY | XOXO

Sep 2012 – Jun 2015

- Designed, coded and published web and email marketing content across four brands (Rebecca Taylor, Parker NY, Sam Edelman, XOXO), high-volume, multi-brand content production and publishing.
- Led and mentored junior designers and freelancers on content and design standards across a fast-paced, multi-brand environment.

Senior Content Designer

Westfield

Jun 2011 – Sep 2012

- Produced digital, web, print and environmental content for Westfield's U.S. portfolio, coordinating with copywriters and marketing teams across a \$59B multinational group.

Senior Designer

Bauer Media

Nov 2009 – Jun 2010

- Art directed and designed advertising and editorial content across The Australian Women's Weekly and Woman's Day.

Art Director

McCann Sydney

Nov 2006 – Sep 2008

- Concepted and directed content for national advertising campaigns across TV, digital, print and radio for brands including MasterCard, Xbox, Cheerios, Stayfree, Milo and Streets.

SKILLS & TOOLS

Content design & strategy: User-centred content design, content strategy creation, editorial content at scale, brand voice & tonal consistency, plain-language copy

Web & CMS: ContentStack, WordPress, Webflow, Shopify - publishing, maintaining and coding web content (HTML, CSS); responsive page layout

Analytics & reporting: Hotjar, Optimizely, Dynamic Yield - using analytics to develop performance reports, monitor content effectiveness and identify actionable insights

Video & photography: Filming, editing and producing video content (feature documentary production), photography, Premiere Pro, post-production workflow

Design & UX: Figma, Framer, Sketch, Firefly, CS Suite, information architecture, design systems, responsive web, wireframing, prototyping, accessibility (WCAG)

Collaboration & delivery: Cross-functional stakeholder collaboration, briefing & prioritisation, mentoring, project management tools (Jira, Asana, Trello, Miro)

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

Intro to Film & TV Editing – Glendale Community College

AWARD School – NSW, 2nd place

INTERESTS

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

REFEREES

Available on request