

Sarah Phares

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PROFESSIONAL EXPERIENCE

frog, New York, NY,
Senior Interaction Designer, October 2011–present
Interaction Designer II, July 2010–October 2011
Leads research, strategy, information architecture development, and interaction design to shape compelling user experiences across platforms. Projects include information-rich experiences in medical, financial, and technology domains with attention to service and social layers.

frog, New York, NY,
Design Intern, May–August 2009
Collaborated on out-of-box experience, web application, and innovation program for global communications client. Refined writing and design of installation guide, developed wireframes, and generated concepts and scenarios exploring the future of personal and business networks.

VCRS, Washington University in St. Louis, St. Louis, MO
Senior Research Associate, June 2005–June 2008
In fellowship funded by Kauffman Grant, worked at the Visual Communications Research Studio as project manager, art director, and designer on projects for academic, non-profit, and commercial partners including educational heart exhibit and traveling elementary science classroom.

Jon Roll & Associates, Cambridge, MA
Designer, July 2003–June 2005
Designed and executed wayfinding systems and special installations for academic, government, and institutional clients at 10-person environmental graphic design firm, contributing in all phases from schematic design to implementation.

Goody Clancy, Boston, MA
Graphic Designer, June 2002–July 2003
Designed project proposals and presentation materials and collaborated with in-house marketing team to develop and implement graphic standards and maintain design archives at large architecture, planning, and preservation firm.

Freelance Designer, St. Louis, MO, Boston, MA, & Pittsburgh, PA
May 2001–August 2008
Designed communication pieces including identity systems, collateral, and publications for small businesses and clients in the arts and non-profit sectors.

PGAV, St. Louis, MO
Exhibit Design Intern, May 2000–March 2001
Designed signage components of architectural and exhibit design projects, created presentation books, and assisted in writing and editing environmental graphics program implementation manual.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA
Master of Design, Interaction Design, May 2010
Completed core requirements in Interaction Design and CPID
Phi Kappa Phi Honor Society, 2010
Kynamatrix Research Grant for graduate thesis work

Basel School of Design, Basel, Switzerland
Basel Summer Program 2005: Basics in Design & Typography
3-week program with Wolfgang Weingart including workshops in Drawing, Space and Form, Color, and Typography

Washington University in St. Louis, St. Louis, MO
BFA Visual Communications, BA Architecture, and
Minor in Art History, May 2001
Paul Edward Birdsall Award in Graphic Design, 2001
Deans List 1996–2000

Washington University in St. Louis; St. Louis, Missouri
Architecture Summer Abroad 1999: "Analysis and Documentation"
6-week summer field work course in Helsinki, London, Barcelona, and Paris with focus on the analysis of significant architectural sites.

TEACHING EXPERIENCE

Carnegie Mellon University, Pittsburgh, PA
Instructor, Communication Design Fundamentals, Fall 09 & Spring 10
Teaching Assistant, Graduate Design Seminar II: CPID, Spring 10

Washington University in St. Louis, St. Louis, Missouri
Instructor, Visual Communications I, Spring 08
Co-instructor, Typography I and II, Fall 06–Spring 08
Teaching Assistant, Typography II, Spring 06
Teaching Assistant, Visual Communications & Business, Fall 06 & 07

SKILLS

Human centered research and design methods including:
surveys and user interviews, persona and scenario development,
concept evaluation, visualization, and prototyping
Professional & technical writing
Presentation design and delivery
Proficiency in Adobe Creative Suite 5 and Microsoft Office
Experience in XHTML, CSS, and ActionScript 3.0
Bookbinding, letterpress, and architectural & freehand drawing