Sierra Harbour Knox

GRAPHIC DESIGN | UX|UI

I am a graphic designer and user experience designer. I have seven years of experience with branding and identity projects, and three years with user experience design, positioning companies to look their best for their targeted audience.

My work often takes the form of promotional materials for marketing purposes, presentation decks, and intuitive websites and mobile apps. I adapt my aesthetic to suit the unique needs of each client and intended audience, and always aim for a contemporary, intelligent, and sleek identity. I enjoy establishing new branding as well as adhering to established design systems, envisioning creative ways to elevate them when possible.

In my most recent experience as a Design Associate and UX|UI Designer, I assisted in creating a digital education platform for the Read180 Division at Houghton Mifflin Harcourt. Prior to this, I served as a UX Designer at Open Exchange, as the Graphic Designer for Chabot Space & Science Center in Oakland, California, and as the San Francisco Graphic Designer for Woods Bagot, an international architecture firm. In these positions I helped to elevate these companies with measurable results.

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN (RISD)
PROVIDENCE, RI | 2007

Bachelor of Architecture
Bachelor of Fine Arts

HARVARD UNIVERSITY
CONTINUING EDUCATION
CAMBRIDGE, MA | SUMMER 2008

Theories of Globalization
Sociology

UC BERKELEY
CONTINUING EDUCATION
SAN FRANCISCO CAMPUS | WINTER 2014

UX | UI

ACADEMY OF ART UNIVERSITY
CONTINUING EDUCATION
SAN FRANCISCO, CA | 2012, 2013

Typography
Adobe Creative Suite
Intro to HTML & CSS
Materials, Tools, & Comping Techniques
Principles of Graphic Design

SKILLS

Branding & Identity, User Experience, Agile Design, Presentation Decks, User Flows, Advertising & Promotion, Illustration, Typography, Environmental Graphics, Education Materials, Exhibit Design

PROGRAMS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Figma
- Adobe XD
- Wordpress
- Powerpoint
- Sketchup
- Asana
- Trello
- Zeplin
- Jira

FM

UX DESIGNER

GLOBAL COMPANY | REMOTE | FEBRUARY 2024–PRESENT

FM is a property insurance company, with an extensive roster of global clients. FM has a impressive track record of helping provide successful measures for mitigating natural disaster damage to buildings and city infrastructure for clients, with engineering expertise. I was brought on as a user experience designer to contribute to a complete company-wide rebrand effort. I've been involved in implementing updates to the internal client-facing platform Global Portal, documenting user flows for the existing field engineer platform Polaris, creating internal and external presentation templates using the new brand, and creating iconography in Figma.

HOUGHTON MIFFLIN HARCOURT

DESIGN ASSOCIATE | UX|UI DESIGNER

NEW YORK, NY | REMOTE | MAY 2022–MAY 2023

Houghton Mifflin Harcourt is an education company, providing digital learning for grades K-12. As a UX Designer for HMH, I was involved in designing the digital version for the ESL platform Language Launch. I used Figma to create specs and test for functionality, responded to user feedback, responded to the work of the development team with edits, and created final interfaces. I also designed unit opener pages and bottom navigation, ensuring a consistent experience throughout all aspects of the platform and brand. As a Design Associate I also edited drawings and diagrams in Illustrator, and made corrections to character art in Photoshop. Color accessibility and clarity were essential to these designs.

OPEN EXCHANGE, INC.

UX|UI DESIGNER

NEW YORK, NY | REMOTE | MARCH 2021–APRIL 2022

Open Exchange is a successful web conferencing platform for financial communications. They host remote conferences, involving many corporations of the financial services and professional investment industry, as well as public and private companies. I was brought on to help visually brand the front end of OEs latest conferencing platform. This involved designing with visual accessibility in mind, and creating a highly flexible template, easily customizable for any corporate branding. I used Adobe XD and Illustrator to develop these agile templates.

CHABOT SPACE & SCIENCE CENTER

GRAPHIC DESIGNER

OAKLAND, CA | OCTOBER 2017–MARCH 2020

As Chabot's only graphic designer, I lead a Center-wide rebrand. This included refreshing Chabot's logo, creating a new tagline, and redesigning the Center's website. I also created Center maps, interior wayfinding banners, general marketing collateral, and new, permanent exterior wayfinding signage with the branding I'd established. I created digital and print assets for Chabot's many events, such as postcards, social media posts, ads, museum interior signage, maintained Chabot's website with updated graphics, and created the materials for Chabot's annual fundraising gala. A large part of my time at Chabot was also spent designing for permanent and seasonal exhibits, which included infographics and interactive signage, and choosing exhibit color palettes.

WOODS BAGOT

GRAPHIC DESIGNER, SAN FRANCISCO STUDIO

SAN FRANCISCO, CA | JANUARY 2016–JUNE 2017

As the San Francisco graphic designer for Woods Bagot, an international architecture firm, I was responsible for designing architectural bid proposals, including high-profile Silicon Valley clients. I created a range of marketing materials, such as presentations and ads, ensuring that all collateral were executed within brand guidelines and standards. I also created custom icons, infographics, and graphic wayfinding for Google's headquarters. In addition, I was involved in the rebranding of the firm's visual identity, and communicated standardization to the global marketing design team.

EXPERIENCE CONTINUED

VAYNER MEDIA

GRAPHIC DESIGNER, SAN FRANCISCO STUDIO

SAN FRANCISCO, CA

Vayner is a national advertising agency with a focus on social media. While working for Vayner I edited photos for social media in Photoshop, created gifs in Photoshop, created type lockups, and created infographics in Illustrator. Some of the clients whose projects I worked on include Starbucks, Sonic, and Dear North.

KRAIDO

GRAPHIC DESIGNER

SAN FRANCISCO, CA

Kraido specializes in environmental graphics and branding. While at Kraido I created Photoshop renderings for their East Coast client Alltown, and edited the renderings of junior staff. I updated detail construction documents for Wells Fargo in Illustrator and AutoCAD. I also designed a door decal for Wells Fargo, which was used at ATM locations throughout the country.

THE FOUNDATION FOR SUSTAINABLE DEVELOPMENT

VOLUNTEER GRAPHIC DESIGNER

SAN FRANCISCO, CA

FSD helps to create lasting change through asset-based projects in Africa, Asia, and Latin America. I volunteered as a graphic designer for FSD, which entailed updating FSD's website by creating new rotars and page banners, and creating other promotional materials to encourage sponsorship.

MINTED

GRAPHIC DESIGNER

OAKLAND, CA

Minted is a successful online stationary company. My primarily involvement as a contract designer was in the design editing process, using Photoshop and Illustrator. I used masks to touch up photos submitted by clients, and worked with type to create greeting cards.

SUMMARY

◆ Diverse Design Background   ◆ Objective

◆ Collaborative   ◆ Organized

◆ Highly Iterative

REFERENCES

Available upon request.