

# Sierra Harbour Knox

UX | UI DESIGN + BRANDING

[SKDESIGNPLAY.COM](http://SKDESIGNPLAY.COM) ▶

As a User Experience Designer, I specialize in crafting visually compelling websites that elevate brands and deliver engaging experiences. My expertise is in helping companies present their strongest, most impactful image to their target audience through sophisticated design.

My work spans intuitive websites and apps, as well as promotional materials for marketing initiatives. I tailor my aesthetic to meet the specific needs of each client and their audience, always striving to create contemporary, intelligent, and sleek identities. I enjoy both developing new branding and working within established design systems, finding creative ways to enhance and elevate them wherever possible.

In my most recent role, I served as a user experience designer for FM, a global real estate company, where I contributed to the creation of a newly branded client platform. I also led a heuristics evaluation of the rebranding effort, providing valuable insights for refining the platform's user experience and enhancing its interactivity. In every role, I've enjoyed delivering measurable results that elevate the companies I work with.

**YEARS EXPERIENCE** 4+ Years as a UX Designer | 8+ Years as a Graphic Designer

## 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

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

## EXPERIENCE **FM**

CONTRIBUTED TO COMPANY-WIDE REBRAND AND ENHANCEMENTS TO CLIENT PORTAL

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UX DESIGNER

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JOHNSTON, RI | REMOTE | FEBRUARY 2024–JANUARY 2025

FM is a leading property insurance company with a global client base. As a User Experience Designer, I played a key role in a comprehensive company-wide rebrand, focusing on the redesign and enhancement of the client-facing platform, Global Portal. My contributions included:

- ◆ Designing new branded components for the Global Portal, ensuring alignment with the updated visual identity.
- ◆ Conducting a heuristics evaluation of the platform to identify areas for improvement, providing actionable insights to streamline and enhance the overall user experience.
- ◆ Assisting in the development of a style guide for the Global Portal development team, to ensure consistency and adherence to the new brand standards
- ◆ Creating custom icons, department logos, presentation decks, and illustrations to support internal and external communication efforts.

## **HOUGHTON MIFFLIN HARCOURT**

DEVELOPED DIGITAL LEARNING SOLUTIONS FOR K-12 EDUCATION

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UX DESIGNER

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

As a UX Designer at Houghton Mifflin Harcourt, I contributed to the development of the digital version of the ESL education platform *Language Launch*. My responsibilities included:

- ◆ Designing unit opener pages and breadcrumb navigation, ensuring consistency in both design and user journey across the entire platform.
- ◆ Actively responded to user feedback and collaborated with the development team to implement design edits, resulting in a seamless and intuitive user experience.
- ◆ Designing user interfaces using Figma and developing specifications, ensuring optimal functionality and accessibility through color contrast.

## **OPEN EXCHANGE, INC.**

DESIGNED WEB CONFERENCING PLATFORM FOR FINANCIAL COMMUNICATIONS

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UX DESIGNER

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

Open Exchange is a leading web conferencing platform specializing in financial communications. The platform facilitates remote conferences for a broad range of clients, including corporations in the financial services, professional investment sectors, and both public and private companies.

I was brought on to enhance the visual branding of Open Exchange's latest conferencing platform. My work focused on designing an intuitive and accessible front-end interface that could easily adapt to various corporate identities. Key responsibilities included:

- ◆ Creating a flexible and customizable template system, ensuring seamless integration of client-specific branding elements such as colors and imagery without compromising content legibility or ease of navigation.
- ◆ Prioritizing visual accessibility to ensure an inclusive user experience across a wide audience.
- ◆ Utilizing Adobe XD to develop agile design templates that maintain both functionality and aesthetic appeal.

**EXPERIENCE  
CONTINUED**

**CHABOT SPACE & SCIENCE CENTER**

CREATED VISUAL IDENTITY, UX DESIGN, AND MARKETING FOR SPACE & SCIENCE MUSEUM

GRAPHIC DESIGNER

OAKLAND, CA | OCTOBER 2017–MARCH 2020

As the sole graphic designer at Chabot Space & Science Center, I spearheaded a comprehensive rebrand, including the development of a refreshed logo, a new tagline, and a complete redesign of the Center's website. I established and applied the new branding across various mediums, including designing center maps, interior wayfinding banners, and permanent exterior signage. Additional responsibilities included:

- ◆ Redesigning the website, and maintaining the site's visual content by regularly updating graphics.
- ◆ Creating both digital and print collateral for a wide range of events, including social media assets, postcards, advertisements, and interior museum signage.
- ◆ Designing materials for both permanent and seasonal exhibits. This included creating engaging infographics, interactive signage, and selecting cohesive color palettes to enhance the visitor experience.
- ◆ Designing promotional and event materials for the Center's annual fundraising gala.

**WOODS BAGOT**

GRAPHIC DESIGNER FOR SAN FRANCISCO ARCHITECTURE OFFICE

GRAPHIC DESIGNER

SAN FRANCISCO, CA | JANUARY 2016–JUNE 2017

As the primary graphic designer for Woods Bagot's San Francisco office, I was responsible for designing high-impact architectural bid proposals for prominent Silicon Valley clients as well as potential clients around the globe. My role included creating a wide range of marketing collateral while ensuring all materials adhered to brand guidelines and maintained a high standard of quality. Key contributions included:

- ◆ Designing architectural proposals and presentations, ensuring compelling visual communication and alignment with client expectations.
- ◆ Contributing to the firm's global rebranding initiative, assisting with the development of new visual standards and communicating design guidelines to the international marketing team.
- ◆ Developing marketing materials, such as advertisements and brochures, while maintaining consistency with brand standards.
- ◆ Creating custom icons, infographics, and graphic wayfinding systems for Google's headquarters to enhance user experience and brand identity.

**SUMMARY**

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| ◆ Diverse Design Background | ◆ Objective |
| ◆ Collaborative             | ◆ Organized |
| ◆ Highly Iterative          |             |