

HELLO, I'M

SADIE
CRUZ

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ABOUT ME

I am a pathological helper.

I am a UX Designer from Brooklyn, New York, with a passion for prototyping and UX research for web and mobile apps.

EDUCATION

PLATTSBURGH STATE UNIVERSITY

Aug. 2013 - May 2017

BS Multimedia Journalism & Graphic Design

CUNY Techworks

Aug. 2020 - Dec. 2020

User Experience Design Immersive

PROJECTS

Intu8: Intuitive Magic 8 Ball App

ios App Design

| Project Manager & Prototyper

Plan A Health

Responsive Web & Mobile Site Design

| Project Manager & Prototyper

SKILLS

PROJECT MANAGEMENT

EXPERIENCE DESIGN

UX RESEARCH

INFORMATION ARCHITECTURE

USABILITY TESTING

VISUAL DESIGN

MARKET RESEARCH

BRAND IDENTITY

TOOLS

FIGMA

MIRO

ADOBE XD

SKETCH

ADOBE SUITE

INVISION

ABSTRACT

GOOGLE SHEETS

EXPERIENCE

Freelance Graphic Designer for Fincher Consulting

| Seattle, NY (Sept. 2019 – Nov. 2020)

+ Created ready-to-use print and media promotional material using the client style guide for multiple clients with multiple different deadlines

+ Consistently exceeded client expectations by providing clear communication, proactive solutions, and quick turnaround

+ Worked cross-functionally with targeted advertising and branded content teams on local political campaigns.

+ Developed Fincher Consulting website targeting the desired audience, leading to an increase in outreach to Fincher consulting.

Media Coordinator for Billy’s Cafe, Deli, & Pub

| Queens, NY (Sept. 2018 - Sept. 2019)

+ Distinguished company's identity and created a media kit that secured a \$40,000 grant

+ Designed a website with an online menu ordering service and created the business logo

+ Acted as a community liaison and managed relationships with local businesses to create events for community growth

Freelance Reporter

| New York, NY (Sept. 2016 - May 2018)

+ Conducting qualitative research by interviewing people on several topics, including race, politics, music, and other human interest story topics.

+ Analyzed data, including databases, photographs, heat maps, videos, and recording, to produce articles.

+ Conducted statistical research for NYC Religions by interviewing over 30 people to create a map of places of worship in Brooklyn, NY.

+ Dedicated to understanding people's experiences to craft compelling stories.