

# Sara Ghanimeh

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## SUMMARY

I am a UX/UI designer with expertise in Figma. I successfully cater my designs to user needs by implementing the Double Diamond design method, which ensures my research is focused and my designs are user-centric. This approach helps me create intuitive and impactful designs. I honed my skills at Columbia University's UX/UI Research and Design Bootcamp.

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## EDUCATION & CERTIFICATIONS

<b>Columbia University</b> <i>UX/UI Research &amp; Design Certificate</i>	Mar 2024 - Sep 2024
<b>Grow With Google</b> <i>UX Design Certificate</i>	Feb 2023 - Apr 2024
<b>Touro University</b> <i>Liberal Arts</i>	Sep 2021 - Jun 2020

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## SKILLS

**Technical** Figma, FigJam, HTML, CSS (Basic), Google Suit, Trello, Gantt Chart, Canva, Framer  
**UX/UI** User Research, User Flows, Journey Mapping, Storyboarding, Wireframing, Prototyping, A/B Testing, Usability Testing, Interaction Design, Design Systems  
**Methodologies** User-Centered Design (UCD), Double Diamond Design, Agile  
**Soft Skills** Communication, Problem-Solving, Team Collaboration, Organization, Attention to Detail

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## PROJECTS

**Lead UX Research & Designer at Brooklyn Public Library** | [Project](#) Jul 2024

*Redesigned the BPL website to improve navigation, search functionality, and overall user experience for book discovery.*

- Redesigned website navigation and search functionality, improving usability and discoverability of resources.
- Conducted user interviews and stakeholder sessions, identifying pain points and aligning with business goals.
- Developed user flows, wireframes, and prototypes in Figma to improve UX and site functionality.
- Led usability testing with diverse users, iterating designs based on feedback to refine the user experience.

**Lead UX Researcher & Designer at ThinkFast** | [Project](#) Aug 2024

*ThinkFast is an app designed to enhance cognitive skills through mini-games and daily challenges.*

- Conducted user research to understand cognitive needs, guiding the design of features based on behavioral psychology principles.
  - Led iterative design and testing cycles, using A/B testing and feedback to improve feature engagement.
  - Created user personas and mapped cognitive goals to tailor content and difficulty levels to diverse learning needs.
  - Developed a system for adaptive learning, optimizing game difficulty based on user progress and performance.
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## EMPLOYMENT HISTORY

**Sephardic Community Center**, Brooklyn, NY

*Art Teacher* Sep 2023 - Present

- Designed engaging, hands-on workshops, focusing on accessibility and user-centered experiences for diverse participants.
- Tailored each project to individual skill levels, demonstrating empathy and adapting to user needs and preferences.

*Supervising program Counselor* Sep 2020 - Aug 2023

- Led programs for children, ensuring a safe, engaging experience while addressing the unique needs of each participant.
- Collaborated with a team to design and execute activities, optimizing resources and maintaining smooth operations.