

Sara Snow

Pleasant Grove, UT
770.301.3287

sawasnow@gmail.com
[linkedin.com/in/sawasnow](https://www.linkedin.com/in/sawasnow)
sawasnow.com

EDUCATION

University of Texas at Austin
M.S., Information Studies

University of West Georgia
B.A., English

TOOLBOX

Research Methods

Card sorting
Competitive analysis
Focus groups
Heuristic evaluation
Interviews
Literature reviews
Observation
Paper prototype testing
Usability testing
User profiles
Site visits
Surveys

Software

Figma
Google Analytics
Google Workspace
Microsoft Office
Qualtrics
SurveyMonkey
UserTesting
Zoom

PROFESSIONAL EXPERIENCE

Snow Bakery (Pleasant Grove, UT)

Owner/Baker

2022–Present

- Manage all aspects of owning and operating home-based bakery
- Maintain all state licenses and registrations
- Oversee all aspects of branding and marketing, including website, advertisements, packaging, and social media
- Network with local businesses and professional organizations

Qualtrics (Provo, UT)

User Experience Researcher

2016–2021

- Defined and led qualitative and quantitative research for the development of two core Qualtrics products
- Created research roadmap and maintained regular cadence of collecting user data through variety of methods, including literature reviews, surveys, and interviews
- Developed system for recruiting participants and managing user research panel
- Conducted research across time zones and with non-native English speakers
- Worked with designers, product managers, engineers, and other researchers to prioritize research in a fast-paced environment
- Incorporated complex technical requirements into research
- Authored reports and presentations to educate product team and company on research results

MasteryConnect (Salt Lake City, UT)

User Experience Researcher

2015–2016

- Led user experience research by interacting with all levels of the company, including executive staff, product managers, designers, and engineers
- Defined and drove qualitative and quantitative user data to inform planning, design, and development of MasteryConnect products
- Developed practices for recruiting and scheduling participants for surveys, interviews, and site visits
- Educated the company on methodologies and findings to motivate team members to gather user data and use it to inform product design

Google (Mountain View, CA)

Research Assistant

2014–2015

- Conducted independent research on multiple aspects of Google Search, including Google Health, Google Translate, image search, and privacy and security
- Collected and analyzed user behavior through lab studies, surveys, and interviews
- Worked with designers, product managers, engineers, and other researchers to prioritize research in an extremely fast-paced and rapidly-changing environment
- Incorporated complex technical requirements into research
- Authored and shared research findings to diverse audiences through written reports and in-person presentations
- Trained and mentored three research assistants

University of Texas Libraries (Austin, TX)

Graduate Research Assistant

2011–2013

- Conducted research on multiple aspects of online search
- Managed redesign of Life Science Library website, including documenting project requirements, creating wireframes, and implementing design into content management system
- Monitored site statistics using and presented findings to library professionals
- Authored and presented "Writing for the Web" seminar for library professionals

Habitat for Humanity International (Atlanta, GA)

Web Content Editor

2008–2011

- Wrote and edited online copy for Habitat.org, including all homepage features
- Developed guidelines and internal process for homepage feature publication
- Established positive online presence for Habitat Twitter and blog accounts
- Consulted with content owners and subject matter experts to understand information needs and develop and coordinate site content
- Researched and organized content to ensure information was accurate, consistent, current, and in compliance with Habitat style guidelines and web best practices

Centers for Disease Control (CDC) (Atlanta, GA)

Front-end Web Developer

2006–2008

- Developed static internet and intranet pages and served as technical resource for staff throughout the CDC's Health Promotion Center
- Worked with research scientists, project managers, usability researchers, and designers to meet the health information needs of key audiences
- Evaluated and edited site content to ensure information was accurate, consistent, current, and in compliance with CDC style guidelines
- Tracked site statistics using and reported trends to division leads
- Reviewed materials posted to website to ensure content and design adhered to policies and standards of Section 508 of the U.S. Rehabilitation Act

University of West Georgia Communications and Marketing (Carrollton, GA)

Web Content Manager

2005–2006

- Conducted user experience research for the university, including card sort and focus group, with 20 prospective students, and used findings to inform site redesign
- Consulted various departments to develop university-wide site content and reflect positive web presence
- Created well-written and engaging content for the Communications website