

# Sarah Al-Meshri

## Product Designer

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### Skills

UI/UX Design  
User Research  
User Testing  
Prototyping  
Information Architecture  
Graphic Design  
Design System  
Low-High Fidelity Design  
3D Modeling

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### Tools

Figma  
Framer  
Photoshop  
Illustrator  
After Effects  
Unity  
Maya  
Storybook  
Jira  
Miro

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### Education

**Full Sail University**  
2010 - 2012  
Bachelor's of Science in  
Computer Animation

### Experience

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#### Lead Product Designer / VGW

2022 - 2024

- Lead Product Designer for iOS/Android mobile app
- Created and managed a design system for the company across its products
- Designed, produced, and optimized UI assets
- Took ownership of the game lobby redesign, overseeing all phases from conceptualization to launch
- Conducted user interviews & competitor analysis to identify pain points and implement new user experiences in the redesign
- Designed user-facing features based on research, created wireframes, mockups, and prototypes to communicate designs and incorporate feedback, ultimately enhancing user experience
- Led design workshops for the in-house art team on best layout and design practices
- Created templates for marketing and art team to optimize design workflows
- Mentored employees through coaching, feedback, and knowledge sharing, fostering their professional development and enhancing their skills

#### Product Designer / Voltage Entertainment

2018 - 2021

- Product Designer on iOS/Android for a visual novel app
- Designed style guides, UI, logos, and other graphical elements
- Pitched and presented innovative features to drive higher daily user traffic
- Managed advertisements for upcoming products on the company website
- Illustrated in-game notifications, pop-ups, and title cards
- Reviewed and edited in-game art such as backgrounds and character designs

#### Graphic Designer/ Cubit

2017 - 2018

- Designed the Cubit website
- Created brochures and flyers to help educate consumers and sell products
- Illustrated graphics and icons for use across the company

#### Graphic Designer/ Magikid Robotics Lab

2016 - 2017

- Created both physical and digital marketing materials
- Developed graphics and icons for company-wide application.