



SARAH CALANDRO / EXPERIENCE DESIGNER, RESEARCHER, & STRATEGIST

I care about solving real problems for real people. I believe experiences designed in a human-centered way are a means to making the world a better place—from the very small-scale to the potentially massive-scale. I am passionate about the problems and people I set out to design solutions for and thrive on the potential to influence long-term change.

CONTACT

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SKILLSET

- Exploratory, Generative, and Evaluative Research
- Persona Development
- Design Strategy
- Ideation
- Information Architecture
- Wireframing
- Prototyping
- Visual Design
- Storytelling
- Video Animation
- Photography

ACTIVITIES & AWARDS

- Behavior Design Bootcamp with BJ Fogg / '14
- Design Thinking Bootcamp at the Stanford d.School 2013
- Selected works published in Universal Methods of Design 2012
- GOOD.is Grocery ReDesign top finalist / GOOD.is 2011
- Microsoft Design Competition GURU / CMU 2010

EDUCATION

Master of Design Communication Planning and Information Design / 2011

Carnegie Mellon University

Bachelor of Architecture / 2007

Louisiana State University

EXPERIENCE

Dec 2012 to Present / Experience Design Lead at Capital One Labs, San Francisco

- Led design from empathy to iteration for multiple projects within both the checking and credit space. My project contributions include:
 - leading research and synthesis
 - generating and refining product concepts
 - developing design strategy and crafting stories to gain buy-in from stakeholders
 - designing prototypes and final production work
 - working side-by-side with developers to build product concepts
 - validating and iterating on concepts through pilot research
- Formalized and shared research insights throughout the larger organization
- Created and scaled an interview tool that assesses empathy abilities for new Product and Design talent. This is now used across the organization to differentiate great talent.

Oct 2011 to Nov 2012 / Interaction Designer at Zehnder Communications, New Orleans

- Led UX by advocating for users' needs through design research, persona development, user flows, information architectures, wireframes, and visual designs for web and mobile projects.
- Developed a user-centric focus to the Zehnder process that incorporates user research at both the beginning and end of project work.

Jun 2010 to Dec 2011 / Freelance Interaction Designer

- Designed print and digital media including video animation, narrative storyboards, information architectures, user flows, and wireframes for web and mobile applications.
- Local and national clients include: The Bosch Group, Object 9, Elastic Teams, Squash & Beyond, BectranAPPS, and Yoga Bliss BR.

Spring 2011 / Researcher at Fitwits CMU, Pittsburgh

- Collected & documented Fitwits research.
- Documented Fitwits events through photography.
- Developed Fitwits storytelling materials.

2006 to 2009 / Junior Architect at Ford|Dickinson & KAA Design, Baton Rouge & Los Angeles

- Contributed to all architectural phases of team projects from schematic design through construction documents.
- Created digital 3d models, construction drawings, and photoshop renderings.