

# Sarah Grant

## Digital Designer

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### Kiwi Wealth, Wellington

#### Marketing Automation Designer

- August 2016  
- present
- Email design from idea generation and research, through to wireframes, design and coding emails.
  - Facilitating customer journey workshops to ensure the customers' needs are met and the outcomes align with our engagement strategy.
  - Manage and execute nurture, trigger and email campaigns to provide the best customer experience.
  - Conduct A/B testing on marketing programs to improve email marketing performance.
  - Setup of the automation platform including email template building and email creation. I have also set up many nurture and engagement programs which have had a successful outcome (exceeding the FUM target).
  - Work closely with multiple stakeholders in the business including Legal, Product, IT, Operations and Advisers.

#### UX Designer

- Cross-functional collaboration between the Marketing and Digital teams to ensure a cohesive user experience between the marketing website and the customer portal.
- Serve as the single point of contact for all marketing website activities including wireframes, design, planning and testing of all website pages, campaign pages and technical support when necessary.
- Work closely with the Marketing and Digital teams along with wider stakeholders to develop and refine website content and IA to meet the business needs.
- Collaborate with the Marketing team and external parties to provide digital support, analytics and design resource across all digital and online channels.

### New Zealand Treasury, Wellington

#### Web Editor (contract role)

- May 2016  
- August 2016
- Working as part of the Central Agencies Shared Services team on government websites and social media.
  - Designing and uploading content to client websites via SilverStripe CMS.
  - Working with the Web & Publishing team to collate, format and upload content to the Budget 2016 website. This includes converting word documents into html, ready to upload as a web page.
  - Communicating with external agencies about bugs and issues.
  - Setting up social media accounts for different government websites.
  - Writing 'how to' guides for clients so they can create and upload content in the future.

## PikPok, Wellington

### UI/UX Designer

- January 2014  
- February 2016
- Designing and creating compelling, high quality user interfaces. This includes wireframing, prototyping and iterating ideas.
  - Working closely with game design, usability and quality assurance to ensure that all user interfaces appropriately cater to the requirements of all vested interests, while also maintaining a consistently high standard of visual design quality. This includes presenting work to the project teams and management.
  - Actively looking to push the envelope in terms of how UI design is approached and implemented within the studio.
  - Participating in and supporting all 'research and design' projects and collaborating with the wider team to set studio-wide best practices.

- February 2008  
- November 2011
- ## Massey University Wellington
- ### Bachelor of Design
- Visual Communication Design Major

## Computer skills

### Programs & languages

Creative: Adobe Creative Suite, Sketch, Miro, Litmus, HTML & CSS.

Marketing Automation: HubSpot, Marketo and Salesforce

General: Great computer skills, fast learner. Happy with using Windows or MacOS.

## About myself

### The qualities that I have

I work hard, but like to have fun. I love working as part of a team and enjoy bouncing ideas off others. I'm always ready to pitch in when others are needing a hand. I enjoy using my creativity to solve real world problems but always keen to learn and broaden my skills.

## Personal interests

### Away from the screen

I am a keen netballer currently playing for Naenae Collegians, an amateur surfer (when the weather is warm) and enjoy getting outdoors. I have a passion for baking and cake decorating - much to the delight of my colleagues.

## References

### Laura Stephenson

Head of Marketing at Kiwi Wealth

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### Hadley Bellam

User Experience Lead at PikPok (former)

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