

SARAH PEDREGÓN

Contact me at

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Experience

PRODUCT DESIGNER | IBM

07/2019 to Present | Austin, Texas

- Modernized and created reusable mobile design patterns across the IBM Security mobile applications portfolio.
- Defined and crafted user experiences on a global scale.
- Collaborated with cross functional teams and cultivated a culture of feedback and iteration to ensure high quality user experiences.
- Created and evolved reusable experience patterns that enabled IBM to have a point of view on implementing Getting Started walkthroughs within their offerings.
- Conducted audits that helped identify opportunities to differentiate IBM Security Verify from our competitors in the IAM market.
- Redesigned the IBM Security Verify Dashboard experience, the most front-facing part of the Verify product.
- Mentored incoming early career designers, recent graduates and current students.
- Lead Women of Security Design, a roundtable discussion between women on the team about various topics.
- Lead research and validation efforts to inform design experiences with both current customers and non-users.

VISUAL DESIGNER | SPICEWORKS

06/2017 to 07/2019 | Austin, Texas

- Ensured content and visuals are always on brand.
- Defined our illustration style to reinforce long-term brand consistency.
- Lead the design and art direction on our most extensive yearly report.
- Art directed and designed for SpiceWorld, our annual conference for IT pros and tech vendors
- Created and maintained sub-brands
- Collaborated with cross functional teams to ensure brand consistency
- Deliver solutions that resulted in enjoyable and impactful experiences for audience.

GRAPHIC DESIGNER | TKO ADVERTISING

09/2015 to 06/2017 | Austin, Texas

Created brand identities and fully integrated campaigns, created the artwork and identity for the 2017 Austin ADDY Awards, and designed the identities and branding for TKO Advertising's most lucrative clients.

GRAPHIC DESIGNER | FREELANCE

03/2013 to 09/2015 | Austin, Texas

- Spiceworks | 06/2015 to 09/2015
- Region 13 ESC | 03/2015 to 06/2015

INTERACTIVE DESIGNER | WORKHORSE MARKETING

07/2014 to 02/2015 | Austin, Texas

GRAPHIC DESIGN INTERN | GUERRILLA SUIT

09/2013 to 12/2013 | Austin, Texas

Developed digital ads and print collateral for Pearl Brewery, ACL Live, and NXNW. Concepted guerilla marketing campaigns for Absolut Vodka Texas, branding and marketing pieces for Fun Fun Fun Fest 8 and 9.

Industry involvement

IBM SECURITY | WOMEN OF SECURITY DESIGN

Ongoing

IBM PATTERNS | ASK ME ANYTHING

Ongoing

CAREER TALK | UNIVERSITY OF WYOMING

September 2021

IBM PATTERNS | SPEAKER SESSIONS

Aug 2021: How to conduct an audit

CAREER TALK | NEW MEXICO STATE UNIVERSITY

April 2021

AIGA AUSTIN | VOLUNTEER

Nov 2019: After Hours Poster Show

AUSTIN ADDED | ART DIRECTOR & DESIGNER

Sep 2016 to Feb 2017: Austin Advertising Awards Ceremony (ADDYs) 2017

AIGA AUSTIN | EVENT VOLUNTEER

Mar 2015: Lucha de Letras

Jul 2015: Under the Radar with Stu Smith

AIGA AUSTIN | ST. ED'S ADVISOR TO STUDENTS

Nov 2015: The Consult: Light your Fuse

AIGA NMSU CHAPTER | VICE PRESIDENT

Sep 2011 to Dec 2012

MEOW WOLF | VOLUNTEER PAINTER & BUILDER

2011 NMSU Glitteropolis Exhibit

Skills

VISUAL DESIGN / UX DESIGN / DESIGN THINKING / USER RESEARCH / ILLUSTRATION / PROTOTYPING

Tools

ADOBE CREATIVE SUITE / SKETCH / FIGMA / INVISION / MURAL / ENTERPRISE DESIGN THINKING

Formal education

ENTERPRISE DESIGN THINKING

Co-creator badge | November 2019

IBM PATTERNS

Austin, Texas | July 2019

JOB PROPULSION LAB

Austin, Texas | January 2017
Graphic Design & Art Direction Program

NEW MEXICO STATE UNIVERSITY

Las Cruces, New Mexico | December 2012
B.F.A. Graphic Design