

SARAH JEE WATSON

0404 412 308

sarah@getwiththebrand.co

Qualifications

UX DESIGN TECHDEGREE

Treehouse (2019)

BACHELOR OF WEB DESIGN & PRODUCTION

University of Canberra (2017)
Chancellor's Commendation -
Highest academic achievement
from Faculty of Arts & Design

DIPLOMA OF MARKETING

TAFE NSW (2012)

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*Real expert in website design
particularly for accessibility.
Focuses on maximising UX/
UI and knows her stuff!*

~ Rachael Roberts,
Assistant Director, Corporate
Communications, Australian
Federal Police

Hello, I make digital experiences less frustrating.

With over a decade of experience spanning marketing, UX, UI, and digital strategy, I help organizations bridge the gap between user needs and business objectives.

I have delivered on large-scale digital projects for government agencies, educational institutions, NFP's and startups, applying research-driven UX methodologies and data-informed design decisions.

My expertise lies in creating seamless digital experiences, driving digital transformation, and fostering cross-functional collaboration to deliver meaningful, high-impact improvements with a strong return on investment.

SKILLS & EXPERTISE

- Digital strategy & user-centered design
- UX design & research (usability testing, user interviews, journey mapping etc)
- UI & interaction design (wireframing, prototyping, design systems)
- Digital brand adaptation
- Collaboration in agile environments
- Stakeholder management and engagement
- Digital accessibility & inclusive design principles
- Information architecture & content strategy
- Conversion rate optimization & data-driven UX

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Experience

UX CONSULTANT | GET WITH THE BRAND

2015 – Present

Providing UX and UI consultancy services to organizations seeking to improve digital experiences, streamline customer journeys, and align business goals with user needs.

Key Responsibilities & Achievements

- Lead UX/UI initiatives for organizations in Australia and overseas.
- Conduct user research and usability testing, using data analysis to inform strategy and design decisions.
- Develop UX and UI frameworks, design systems, and interactive prototypes for digital products and platforms.
- Design and implement user-centered digital solutions, improving usability, engagement, brand awareness and conversion.
- Collaborating with developers, product owners/managers, and marketers to deliver seamless digital experiences.

LEAD DESIGNER | DOGHOUSE MEDIA

April 2022 – Aug 2023

Worked within a fast-paced digital agency delivering UX and UI design for large-scale projects across web and product design.

Key Responsibilities & Achievements

- Led UX research, strategy, and design for government agencies and large organizations, including the Australian Federal Police (AFP) and Victorian Government.
- Worked closely with project and product managers, developers, and key stakeholders to execute digital projects effectively.
- Created prototypes and wireframes to support agile development cycles, educating key stakeholders throughout the process.
- Crafted optimised, accessible and delightful visual interfaces and Design Systems
- Delivered review of UX services within the agency. Outlined opportunities for added value and expansion and provided tools and methodologies for practical implementation.

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You will struggle to find somebody who cares more about the success of your business and the experience of your customers than Sarah.

She is a pleasure to work with and honestly cares about delivering the best solution possible.

~ Paul Boag,
Customer Experience
Consultant, Author, Speaker

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DIGITAL MARKETING SPECIALIST | CURTIN COLLEGE

April 2012 – Aug 2015

Managed digital marketing and user experience initiatives for Curtin College, supporting student recruitment and engagement.

Key Responsibilities & Achievements

- Led the rebrand project to align the College with Curtin University's visual identity, developing and implementing the new Style Guide online and offline.
- Managed the redesign, rebuild and launch of the Curtin College website, including user research, content strategy, information architecture and stakeholder management.
- Coordinated cross-departmental collaboration, ensuring alignment between student services, marketing and admissions teams.
- Designed and optimized landing pages, e-marketing campaigns, and digital assets to drive student engagement and lead generation.

ECOMMERCE MARKETING MANAGER | MARIE CLAIRE SHOES

2009 - 2012

Managed eCommerce strategy, digital marketing, and customer service for an online retail store.

Key Responsibilities & Achievements

- Designed and maintained the company's eCommerce website, improving usability and navigation.
- Executed digital marketing campaigns, including SEO, PPC, and email marketing.
- Developed UI enhancements that improved conversion rate, reduced ad spend, increased customer retention and online sales.

SPECIALIST & CREATIVE | APPLE (UK)

2008 - 2009

Delivered customer training sessions and facilitated in-store youth workshops, developing skills in user engagement and product experience.

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It was a massive undertaking but Sarah made the project from initiation to completion one of the most efficient and trouble-free experiences I have ever had.

~ Pankaj Pathak, Curtin
College Marketing Director

THANK YOU