

Sarah Danseglio

UX/UI + Visual Designer

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EXPERIENCE

PetSafe Brands — UX/UI Designer

SEP 2024 – MAY 2026

Designed end-to-end experiences for multiple IoT connected pet products, partnering with engineering, product, and research from early concept through delivery.

Led key feature and app experience design, advanced the design system, created product illustrations, and delivered visual and structural redesigns that improved usability and clarity.

Built high-fidelity prototypes to support testing and guide product direction, integrating insights to deliver user-centered, intuitive experiences.

Punchcut — Visual Designer

JUL 2020 – JUN 2024

Collaborated and communicated with industry leaders including Microsoft, Amazon, Google, Compass, and Capital One to create innovative UI designs, compelling presentations, concepts, and prototypes. Utilized and expanded client design systems, ensuring brand consistency and enhancing user experiences across multiple platforms.

Self Employed — Freelance Designer

JAN 2019 – NOV 2023

Developed compelling visual and brand languages, designed intuitive interfaces, and created engaging illustrations for startups. Leveraged a deep understanding of design principles to deliver solutions that support the success of emerging businesses.

Ex-Out DHS Grant — Lead Designer

SEP 2018 – DEC 2019

Worked as a designer and research assistant on a team creating a digital handbook application to help campaign against violence online. Created brand material, illustrations, resource kit, and website.

EDUCATION

Rochester Institute of Technology — BFA

Class of 2020

New Media Design, GPA – 3.9

SKILLS & TOOLS

Visual Design, User Interface + User Experience Design, Product Design, Illustration, Branding, Motion, Prototyping

Figma, Adobe Creative Suite, Sketch, Procreate, HTML/CSS,

CERTIFICATIONS & COURSES

Emotional Design – How to Make Products People Will Love

IxDF – Interaction Design Foundation

AI for Designers

IxDF – Interaction Design Foundation

INTERESTS

Knitting, Yoga, Video games, Cooking, Mechanical keyboards