

# SARAH TJOENG

Senior UX Designer

## CONTACT

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## EDUCATION

University of Birmingham

2004-2007

Bachelor of Commerce

Result: **2:1**

## SKILLS

- User Experience Design
- Wireframing and prototyping
- User research
- Usability testing
- Interaction design
- Problem solving
- Excellent time management
- Figma, Axure, Sketch, Proto.io, Marvel, Jira, Miro, Microsoft Office, Google Analytics

## PROFILE

With 15 years of experience as a **Senior User Experience** and Product Designer, I have honed my skills in multi-channel **ecommerce UX design**, wireframing, prototyping and user research. My diverse client base includes public sector organisations such as the NHS, and top brands like Tesco, Kingfisher, Cult Beauty, Specsavers and TUI, enriching my understanding of UX best practices. Alongside customer-facing work, I have extensive experience **designing enterprise software and internal tools** - including colleague and customer service applications - where usability and efficiency are key. Passionate about problem-solving, I excel at understanding user behaviour and designing solutions that balance user needs with business and technical constraints. Known for my strong time management and teamwork abilities, I thrive under pressure and tight deadlines.

## WORK EXPERIENCE

SENIOR UX DESIGNER

**Gradient Edge**

*September 2024 - Present*

I'm currently contracting as a Senior UX Designer at Gradient Edge, a product engineering company, where I co-lead UX on a major transformation project for their flagship client, a **well-known high street healthcare brand**. While NDA restrictions limit what I can share, my work has focused on reimagining a complex enterprise customer service application used by internal teams. Alongside another Senior UX Designer, I've led the design of an entirely new user experience - replacing a legacy system with a modern, intuitive solution. This includes designing detailed wireframes, mapping end-to-end user journeys, and improving usability across colleague-facing tools. I also planned and ran a remote, unmoderated user testing study to validate and refine key flows, including checkout and lens configuration.



## WORK EXPERIENCE

SENIOR UX DESIGNER

### **Tesco Enterprise**

*January 2023 - September 2024*

Senior UX Designer in Enterprise Technology. I worked across multiple product teams, starting with the Personalised Rewards team, where I revamped an outdated system for creating coupons and vouchers. Later, on the Partners Toolkit team, I improved the supplier experience by reducing query and processing times. My role involved data analysis, research, and user interviews to streamline operations. Most recently, I led a project on the Product Induction tool, introducing an "edit" function that enabled suppliers and colleagues to update products independently, reducing reliance on outdated platforms and lengthy processes.

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SENIOR UX DESIGNER

### **Kingfisher (B&Q, Castorama, Brico Depot, Screwfix)**

*November 2021 - December 2022 (1 year, 1 month)*

I worked on a contract basis as a Senior Product Designer for Kingfisher across their key "banners" (B&Q, Castorama, Screwfix etc) for a year. My work involved working as part of a "domain" product team and making improvements to the findability of products across the sites. I designed their social proofing offering on the PDP and lead a project for making key improvements to B&Q's online paint selection tool for Valspar.

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FOUNDER

### **Dare to Dream (My own business)**

*July 2019 - January 2022 (2.5 years)*

I founded Dare to Dream in July 2019 to help small businesses create their ideal websites and achieve their growth ambitions. I focused on User Experience to boost traffic and conversions, working on both improvements and audits of existing sites, as well as building new websites from scratch using WIX and Shopify. To date, I have built over 50 websites for small businesses

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SENIOR UX DESIGNER

### **TUI Travel**

*January 2019 - June 2019 (6 months)*

I worked as Senior UX Designer on the "Select A Cabin" functionality for TUI's Cruise product. I worked closely with a large project team to deliver key functionality for customers which allowed them to book a specific cabin on a cruise ship, for their holiday. This project placed the customer right at the centre and all activities were centred around their needs and aspirations. We conducted numerous rounds of testing with real customers, both remotely and in a lab setting, to ensure we delivered a seamless journey for the very individual customer needs.

SENIOR UX DESIGNER

**Cult Beauty**

*July 2018 - December 2018 (6 months)*

Worked as senior UX Designer on various improvements to the Cult Beauty website and new internal content management systems. I also initiated a design system thinking across their online channels. Due to a large amount of design and functionality inconsistencies across their online channels I developed a pattern library that could be used as guidance for all digital design activities. Its principles would ensure consistency across the website resulting in higher conversion and customer satisfaction.



For an extended version of my CV, please view my portfolio site [here](#)