

Claire Sarcia

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Experience

Product and Brand Designer - Backboard.io

February 2026 – Current

- Designed and launched key Backboard.io product and marketing pages across the website, CLI, desktop/IDE workflows, and AI chat surfaces, improving clarity across developer-facing touchpoints.
- Redesigned landing, pricing, enterprise, product, benchmark, blog, and changelog pages, supporting a post-launch increase from 151 to 7,652 pageviews and 95 to 5,352 visitors within 3 days.
- Conducted internal research and informal user testing with teammates, developers, and stakeholders, then iterated on onboarding, navigation, product messaging, CTA placement, and responsive UI patterns using Figma, Framer, React/Next.js, TypeScript, and Tailwind.

Product Designer - Revley

Aug 2025 – Sep 2025

- Designed complex SaaS CRM workflows across dashboards, subscriptions, transactions, cohorts, and third-party integrations, improving usability for data-heavy internal operations.
- Built a scalable light/dark design system with reusable components for tables, filters, charts, modals, and bulk actions, reducing UI inconsistencies and speeding up feature delivery.
- Delivered high-fidelity Figma prototypes, design specs, and engineering-ready flows in close collaboration with leadership and developers, improving workflow efficiency by 25–35% and reducing design/development time by 30%.

UI/UX Design Intern Sub Lead - GAOTek Inc.

Sep 2024 – Jan 2025

- Designed onboarding flows and interactive Figma prototypes that improved usability, accessibility, and clarity during internal testing.
- Acted as sub-lead by reviewing intern deliverables, supporting QA, and maintaining design consistency across onboarding and training materials.
- Collaborated with team members on UX and branding exercises, contributing high-fidelity UI flows and visual assets used for internal onboarding materials.

Projects

Fiona Slection - UI / UX Designer

- Designed and launched a responsive e-commerce website using WordPress/Elementor, improving product discovery, navigation, and checkout flow across desktop and mobile.
- Restructured site architecture, product pages, and SEO foundations, contributing to a 56% improvement in site engagement/visibility and a 48% increase in sales after launch.

Nash - Open Source Contributor, Product Designer Frontend Developer

- Designed and implemented UI for Nash, an open-source project, contributing across both product design and frontend development.
- Contributed directly to the open-source codebase, refining layouts, interaction patterns, authentication flows, and reusable UI components while maintaining consistency.

Education

Algonquin College – Diploma in Interactive Media Design

Sep 2022 – June 2024

Skills

Design & Research: UI/UX Design, User Research, Wireframing, Prototyping, Interaction Design, Accessibility

Development: HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS

Tools & Platforms: Figma, Framer, WordPress, GitHub, Vercel, Supabase, PostHog, Adobe Illustrator