

sara schatz kott

INNOVATION AND SERVICE DESIGN, RESEARCH & STRATEGY

I am driven by creativity, curiosity, collaboration, storytelling and empathy. An enthusiastic problem solver and innate leader, I am excited by complexity especially when it comes to understanding human behaviors and motivations. I am seeking an innovative and collaborative environment in which I can bring my unique experience which spans continents and industries and in turn, learn, grow, take risks and shape the way products and services are delivered.

WORK EXPERIENCE

KOTT KREATIVE / *Designer*

2016 - PRESENT / MIAMI

Founder and creative director of studio offering web design, content strategy and brand strategy for small businesses and individuals.

WIX / *Content Team Lead, Strategic Designer*

2012 - 2015 / TEL AVIV

- Lead content strategist for Wix templates and core products (Music, Hotels, Restaurants, Photography)
- Conceived and implemented strategy of product specialization per industry vertical based on data + user research insights
- Conducted user testing and usability sessions and used insights to improve template usability, designs and content
- Led the strategy + content curation for Wix Media Manager building new partnerships with content providers such as Bigstock, Unsplash and Shutterstock as well as independent designers
- UX and product copywriting
- Grew a team of content specialists from 2 to 10 and the number of designer templates from dozens to hundreds

Broadway Casting Director

2002 - 2010 / NEW YORK

Dave Clemmons Casting / Binder Casting

Served as associate casting director for dozens of shows including *The Lion King*, *Grease!*, *Ring of Fire*, *The Boy from Oz*.

PROFESSIONAL SKILLS

Design Research + Strategy

User Research / UX Research

[Qual + Quant Research, Journey/Empathy Mapping, Personas, Ethnographic Studies]

Experience Design / Service Design

Web Design

Brand Strategy

Resonant Leadership / Mentoring

Copywriting / UX Writing

Content Curation / Art Production

OF INTEREST

2020 Committee member of Miami Beach Sustainability Commission (Mayoral Appointment)

Local member/community advocate for Moms Demand Action / Everytown

Certified Yoga (RYT 200) / Mindfulness Teacher (MBSR)

Passionate environmental advocate and educator

Former actor/singer/dancer (starred in *RENT*, National Tour)

EDUCATION

PARSONS SCHOOL OF DESIGN

MSc Strategic Design + Management
Marvin Traub Scholarship for Innovation

BRANDEIS UNIVERSITY

BA Theater Arts
Magna Cum Laude / Presidential Scholar