

sarah cooper

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Senior User Experience and Product Designer with over 14 years of experience, a knack for seeing the big picture, and a passion for good processes that bring people together to deliver amazing solutions. I love drawing boxes, organizing things, thinking through every interaction, and watching users react to my designs in testing.

Experience

Convex, Senior Product Designer • Remote, San Diego, CA • May 2022 - Feb 2024

- Led the design system team on the implementation of a new design system. In under a year I led the team from having 0 components to having a library of over 60 unique components and patterns available for use by designers and developers.
- Sped up design time by 100% and development time by 50-70% with the implementation of a design system, reducing time spent developing high-fidelity mockups from two weeks to one week for the design team and JIRA tickets time in progress.
- Served as a leader of a team delivering new features on Convex's web application. Led design efforts, worked closely with product to ideate on solutions, and developed and implemented new processes with the development team to increase efficiency and decrease development corrections.

Tealium, Senior Product Designer • San Diego, CA • Sep 2020 - Nov 2021

- Led the design system team, including designing and maintaining a library of styles, components, and repeatable patterns and workflows in Figma.
- Provided mentorship to junior designer on the team along with guidance and approval on projects.
- Implemented new process for handling of design system projects and JIRA tickets in partnership with engineering director.
- Provided systems design oversight on all design projects for team of 6 designers.
- Evangelized systems design thinking within the department and implemented a process that included conducting design reviews of all projects with colleagues to check for consistency in user interaction behavior and UI/UX patterns across the platform.

Kyriba, Senior UX/UI Designer • San Diego, CA • Jul 2019 - Jan 2020

- Implemented a new UX process that evangelized design thinking with product and development teams. This included new user testing methods such as interviews with customers.
- Successfully coordinated with global teams to complete projects.
- Created a design system library in Sketch and Zeplin for both design and development teams.
- Designed a new navigation workflow to decrease client reliance on shortcuts and increase use of native application information architecture.
- Redesigned the most used and data-heavy features of the application with research-backed findings from user testing.

Senior UX Design Consultant • San Diego, CA • 2016 - 2022

Clients: United Airlines, Walgreens, Allstate, SAVO Group, Seamgen, Kasasa, Blackline

- Provided UX consultation to several companies on a contract basis.
- Delivered a mobile app for Allstate from concept to final design that involved extensive user testing to validate concept, journey map, prototype, and design. Concept was later included as part of Allstate's Drivewise and Milewise apps.
- Designed and tested a new photo feature for Walgreen's mobile app.
- Delivered and tested new designs for United's internal application used by gate agents to handle everything from checking in customers to taking care of rescheduling flights and tickets.
- Guided the design and development teams through a design system implementation at Kasasa, decreasing their development time by 50%.

Charles Schwab, Senior UX Designer • Chicago, IL • Nov 2017 - Mar 2019

- Designed a new investment income reporting section for the Schwab.com homepage. Led project from start to finish, user tested designs to determine the best way to present the new data, and delivered designs that were innovative while maintaining the Schwab brand.
- Led design overhaul of the beneficiaries workflow, including deep dives into legal ramifications and how to interpret those for users. Created designs and copy that simplified complex topics.
- Designed a new online appointment booking feature that allowed users to interact directly with the advisor's calendar, eliminating the need for a phone call or email and a long wait for a reply.

VML, UX Design Consultant • Kansas City, MO • Apr 2015 - Mar 2016

Clients: Sprint, Ford, Tyson, U.S. Soccer

- Served as lead UX designer on the new concept for My Sprint and delivered a design that increased users understanding of their billing cycle vs monthly data usage.
- Delivered new designs for the Sprint homepage and online purchasing path on e-commerce site that increased subscriber additions.

Federal Reserve Bank of Kansas City, UX Consultant • Kansas City, MO • Dec 2014 - Apr 2015

Valorem Consulting, UI/UX Consultant • Kansas City, MO • Dec 2013 - Nov 2014

BATS Global Markets, UI/UX Designer • Lenexa, KS • Oct 2012 - Mar 2013

MacFarlane Group, UI/UX Designer • Mission, KS • Feb 2011 - Sep 2012

Garmin, UI Designer • Olathe, KS • Jun 2010 - Oct 2010

Sprint, UI Design Intern • Overland Park, KS • Jun 2006 - Mar 2008

Skills

Design System: implementation & process • component design and pattern library creation • support for large enterprise applications • obtaining buy-in from leadership & design teams

UX Design: wireframes • user journeys • interactive prototypes • responsive websites • native mobile applications • enterprise application design

UI Design: high-fidelity mockups • iconography • annotated deliverables • ADA compliance

User Research: personas • card sorting • competitive research • usability testing

Project Planning: requirements gathering and documentation • managing client meetings to ascertain project needs • estimating timelines for design work • coordinating with global offshore teams • handoff materials for product and development teams • agency experience

Team Leadership: leading implementation of UX process with product and development teams • mentorship of designers

Programs: Figma, Sketch, Adobe XD, Axure, Whimsical, Lucid Chart, Balsamic, Miro, Zeplin, JIRA, HTML/CSS, familiar with other development languages

Education University of Missouri - Kansas City • BA, Studio Art with emphasis in Graphic Design

Charitable Work Dev Around the Sun, Organizer • devaroundthesun.org

- Online development conference in 2020 benefiting Direct Relief.
- Raised over \$50,000 for Covid-19 relief.