

DEE SADLER

HEAD OF UX

www.aboxofpixels.com | (816) 289-3419 | dee@aboxofpixels.com

www.linkedin.com/in/deesadler/

SUMMARY

As a UX leader, my focus is on delivering a human-centric, data-driven design that impacts growth and intersects with the business and our users' needs. My experience in telecom, agency work, finance, B2B, eCommerce and healthcare spans 25+ years in UX and as a graphic designer prior to UX, 12 managing designers and 6 as UX Director.

EXPERIENCE

Mayo Clinic (Center for Digital Health) , Remote

03/2021 - Present

Leading the Design System, DesignOps and previous portfolios

UX Lead for 1 of 6 verticals in Mayo Clinic's Center for Digital health. There are multiple products in the portfolio that are focused on "What Mayo Knows".

- Manage a team of 6 multi-disciplinary UX professionals from User Research, UX Design, Visual Design and Front End Development working on the Mayo Design System.
- Work closely with Product and Engineering creating Design Thinking workshops, inside an agile environment to create a human-centered approach to help physicians, clinicians on the Care Guidance portfolio of products.
- Worked with a vendor to help create Mayo Clinic's first Design System.
- Created UX processes, managed tools, ways of working, education programs, and more for DesignOps.

Cox Automotive, New Hyde Park, NY

06/2018 - 07/2020

Director of User Experience

- Restructured and managed 9 designers in 4 groups of multi-disciplinary teams across 4 business units. (located in NY, Dallas, Sacramento, and Groton, CT).
- Launched Dealertrack series of products including The Credit App which lead to a 43% increase in loan application completion. After relaunch revenue increase for this division was measured at 6%.
- Relunched the regUSA product. A solid measure of 21% increase in new visitors since April 2020.
- Introduced UX best practices to evolve the company's approach and introduced usability testing, Design Systems as well as helped purchase the UX tools used.

IBM Watson Health, Cambridge, MA

05/2016 - 06/2018

Senior UX Design Manager

In charge of the consumer health pillar and created Watson for Genomics and partnered with companies to bring machine learning and blockchain into their healthcare systems.

- Created and ran the Design Studio at Watson Health headquarters in MA, and a team of 28 multi-disciplinary designers that worked across several of the Watson Health pillars.
- Created the design for Watson for Genomics. A late-stage cancer application that allows Pathologists and Oncologists to find the best clinical trials and drugs that match that particular cancer.
- Managed the 17 designers within the teams for Life Sciences and the Oncology designers.
- Teamed with the FDA and other partners to implement Blockchain offerings including Proof of Concepts and demos.
- Facilitated over 20 Design Thinking workshops and worked on the Design System for Watson Health.
- Worked on the Watson Health portion of the Carbon Design System.

Highway 22 - Kansas City, MO

08/2015 - 02/2016

UX Design Director

- Directed a team of designers, developers for a UX agency with a diverse clientele working closely with stakeholders to combine user research, data, planning, and logical reasoning to create a better end-to-end experience for their products.
- User research and analysis for a Federal online insurance application to change the idea of who would be using the product so the right tone would be set for the demographics using their website.
- Created the company website and style guide.

- User Research methods like Current State Analysis, demographics, competitive and comparative analysis, user segments, behaviors, personas, journey maps, prototypes, and more.

H&R Block Corporate - Kansas City, MO

01/2013 - 04/2015

UX Manager | Interaction Design & Consumer Facing Mobile

Focused on 3 client-facing consumer apps - H&R Block brand app, 1040EZ, and Emerald Card app.

- Manager of a team of 5 in-house interaction designers and managed external UX agencies and their designers.
- Project management, research, and interaction to decrease the pages needed while increasing user interactions by 165%.
- Developed RFP's and managed external UX firm relationships.
- Headed up retail and digital product lines - focusing on Interaction Design product lines such as Tax Pro product line, onboarding flow of apps for both Web and Mobile.
- Created the Design System, interaction standards, spec docs, style guides, over 15 prototypes for user testing, and consulted on creating responsive websites for multiple internal teams.

Sprint Corporation - Overland Park, KS

08-2010 - 01-2013

UX Strategist III / Innovations & eCommerce team

- Participated in a patent for "**Method of Accessing Services From a Mobile Device**".
- Bringing great customer experiences to the eCommerce team in 2007-2008 and the award-winning Innovations team creating new products for Sprint like the Sprint Zone app.
- Managed a team of 5 that created and developed a Customer Service browser-based app for the Chrysler car application program.

Sprint Corporation - Overland Park, KS

8-2007 - 03-2008

Senior UX Designer

- eCommerce team UX designer for the Shopping Cart on Sprint.com.
- Created prototypes, usability testing and created content for other parts of the website.

A Box of Pixels, LLC, Glen Cove, NY

01/1997 - Present

Head of Design/UX

Leading UX design, product design, strategy, user research, usability testing, and visual design techniques to get the best user experience for various companies.

LinkedIn Learning , remote video course creation work

02/2021 -present

- 4 courses on DesignOps. Overview, Designer/developer workflow, Stakeholder deliverables and Measuring Success. Includes the creation of scripts, slides and voice over as well as creating assessments for the course.

Fusion Authority Magazine, Creative Director , remote

05/2006 - 2010

- Created the magazine layout, graphics, cover designs and helped with articles, printing and marketing.

VML, UX Designer, Kansas City, MO

06/2004 - 10/2006

- Clients included Microsoft, Hills Pet Nutrition, Burger King, Xerox and others.

Adobe Certified Instructor, Adobe Freelance Professional and UX designer

01/1996 - 2012

- Certified Instructor and VP for MacCORE, a non-profit Mac User Group. Created the newsletter, did the UX for the website from 1996-2010.
- Certified Instructor and UX Designer for MacSource, an Apple Specialist. Created and delivered curriculum and did the UX and websites for the companies clients.
- Taught a class for Adobe MAX in 2015 and ran an all-day UX class in 2015 for Adobe.
- Adobe instructor and UX Designer for River City Solutions.

SKILLS

Human-centered design, team management, User Research, interaction design, graphic/visual design, Mobile UX, SaaS design, enterprise design, eCommerce, purchasing products, performance plans, track projects, distill user-insights, consensus building, persuasion, service design, drive the UX process, cross-functional teams, qualitative/quantitative research, define measurements of success, requirements writing, DesignOps, Certified instructor, speaker, writer