DEE SADLER

UX LEADER

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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

- As DesignOps, started creating templates like personas, ran Show and Share meetings, managed tools and Figma admin, worked with and managed vendors, created and ran skill assessments, training, and career development and ways of working.
- Led the first Design System team of 6 multi-disciplinary UX professionals from User Research, UX Design, Visual Design, and Front End Development. Worked with and managed 2 vendors to achieve a v1 of the system.
- Work closely with Product and Engineering creating Design Thinking workshops, inside an agile environment to create a human-centered approach to help physicians, and clinicians on the Care Guidance portfolio of products.
- 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%.
- Relaunched 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 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.
- Used Experience Strategy to work with business leaders to understand who the users were and how we should work with them by using tools like Lean Model Canvases, User Segments, and Journey maps.
- 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.

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.
- Experience Strategy, 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.

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

Experience Strategy, 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, and writer.

COMMUNITY INVOLVEMENT

- Guest speaker at Harvard Business Extension, Interviewing workshop for Trilogy Education Services and a UX Panel: Cross Functional Teams for Tech Circus

- Speaker at Adobe MAX 2010/2015 for a full day pre-conference class on UX and UI for everyone
- Adobe Community Professional (events, website, forums, writer, webinars, etc.) and freelancer from 2004-2017
- Speaker at multiple conferences such Flash in the City, CF United, Adobe MAX and others

CERTIFICATIONS & EDUCATION

- Adobe Certified Instructor
- CompTia CTT+ Technical Trainer Certification
- Johnson County Community College (JCCC) Psychology, Photography and Graphic design focus. 3.75 GPA

TOOLS

Sketch, Adobe XD, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, etc.), Figma, Framer, InVision, Slack, Github, Asana, Trello, Jira, Mural, Miro, Abstract, Zeplin, graphic design, Mobile UX Design, SaaS design, Enterprise Design, Design Systems, HTML, CSS, Qualtrics, WalkMe, usertesting.com, Figma, UXPin