

Dee Sadler

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Senior UX Director with 25+ years of demonstrated experience in UX in visual design, information architecture, interaction design, front-end, and user research. Has worked in a range of industries including healthcare, finance, telecom, and eCommerce. Strong leader with 13 years of experience managing designers and 8 years as a UX Director. Result-oriented and able to drive successful outcomes for projects and teams.

EXPERIENCE

Mayo Clinic (Center for Digital Health) , HQ Minneapolis

2021 - 2023

UX Lead/Director of the Design System, DesignOps and Provider Verticals

- 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.
- Managed a Provider/Clinician vertical and the UX team which gave the Physicians fast access to information and knowledge to help diagnose more difficult conditions quicker.
- Helped Fundraising understand how better to help their patrons in a digital world by designing new pages for them. Also did User Research to help them understand those users and how best to present what they might be looking for by connecting user data to give them the exact information they need, at that time. It shortened the time to patrons giving by 34%.
- Created a human-centered UX process that all of Mayo adopted, vision, and strategy for the UX teams. Ran a weekly event so everyone could see what each other was working on, created UX templates for Researchers and UX'ers to use like personas, and managed tools such as Figma, Sketch, Invision, and the Design System needs.
- Was in charge of education and training needs for the entire UX team and created skill assessments to help place the right designer in the right team as well as to help in hiring.

Cox Automotive, New Hyde Park, NY

2018 - 2021

Director of User Experience

- Launched a new series of products which lead to a 43% increase in loan application completion. After relaunch revenue increase for this division measured at 6% with 84% preferring it to the previous version.
- Purchased a screen recording tool for better data that UX, Product, and Engineering utilized and allowed Customer Service to have an attached recording to accompany feedback allowing for a 50% quicker response time.
- Restructured the UX team as one multi-disciplinary unit so we could build a future state then the designers could take that and help Engineering and Product iterate towards that state.
- The DMV product was relaunched and saw a 21% increase in new visitors since April 2020.
- Implemented a user testing program to help Product and Engineering participate more efficiently, gather feedback and insights to inform the design and development of new features and enhancements, and decreased the time to launch new features by 3 months.

IBM Watson Health, Cambridge, MA

2016 - 2018

Senior UX Design Manager

In charge of the consumer health pillar, designed Watson for Genomics (was on 60-minutes) and partnered with companies to design applications with AI and better machine learning experiences 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.
- Designed the product Watson for Genomics, a late-stage cancer application that used AI and machine learning to find the best clinical trials and drugs that matched biopsied cancer cells that increased efficiency from weeks to minutes.
- Worked on the Watson Health portion of the first version of the Carbon Design System that had increased accessibility, and design patterns that fit healthcare software better.
- Lead and manage a team of designers, developers, and researchers to execute UX design projects for diverse healthcare clients, ensuring high-quality deliverables and timely completion across 3 verticals.
- Teamed with the FDA and other partners to implement a Blockchain product that helped them go from a 2-week manual process getting clinical trial data to a 5-minute all-digital solution.
- Facilitated over 20 Design Thinking workshops and worked on the Design System for Watson Health.

Highway 22, a UX Agency - Kansas City, MO

2015 - 2016

UX Design Director

- Directed a team of designers, and 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.
- Used 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.
- Redesigned the Highway 22 website, including user research, current state analysis, and content strategy, while also contributing the HTML and CSS to the final production code. The updated site has increased traffic and online referrals by 67.3%.

H&R Block Corporate - Kansas City, MO

2013 - 2015

UX Manager | Interaction Design & Consumer Facing Mobile

- Focused on 3 client-facing mobile consumer applications - H&R Block brand app, 1040EZ, and Emerald Card app and increased user interactions by 165%.
- Collaborated across Product and Engineering and managed a team of interaction designers and external UX agencies.
- Created a design system, interaction standards, and spec docs and turned 24 different style guides into just 2.
- Developed over 15 prototypes using a variety of tools for usability testing to gather insights and make data-driven decisions for improving the user experience of H&R Block's digital products.
- Designed various ads, landing pages, and interactive elements for multiple products.
- Managed external UX firm relationships and designers.

Sprint Corporation - Overland Park, KS

2007 - 2013

UX Strategist III / Innovations & eCommerce team

- Brought great customer experiences to the eCommerce team and the award-winning Innovations team.
- Helped design an application that saved the company \$80 million by addressing top customer service complaints like paying their bill.
- Developed a Customer Service application for one of the very first devices for in-car applications for Chrysler and Managed the team of developers.
- Created internal UX products for the marketing team where I took it from 53 pages to a simple 3-page application they could build content for Sprint Zone App .
- Redesigned the Shopping Cart that saw a 13% increase in submissions.
- Created prototypes, conducted usability testing, and developed content for the website.
- One of 4 inventors for the patent on "Method of Accessing Services From a Mobile Device". Filed Apr 16, 2013.

A Box of Pixels, LLC, Glen Cove, NY

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.

- Authored four LinkedIn Learning courses on DesignOps, managing stakeholders, working with developers and managing success.
- Certified CompTia CTT+ Technical Trainer who worked as an Adobe Instructor and Certified expert in Photoshop, Illustrator, InDesign, Flash, Fireworks, Acrobat, and Dreamweaver for several Adobe training facilities.
- Adobe Freelance Professional doing webinars, training, and speaking at Adobe-sponsored events like Adobe MAX.
- Creative Director of Fusion Authority Quarterly Update magazine from 2006-2010.
- More contract roles like VML and Teva Neuroscience, Ingram's Magazine and others upon request

COMMUNITY INVOLVEMENT

- Guest lecturer at SMU and mentoring via ADPList.
- 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.

CERTIFICATIONS & EDUCATION

- CompTia CTT+ Technical Trainer. Certified since 2004
- Johnson County Community College (JCCC) Psychology, Photography and Graphic design focus. 3.75 GPA
- Participated in a patent for “**Method of Accessing Services From a Mobile Device**”.

SKILLS

Speaker at conferences

Design:

- Certified instructor and software expert
- Design Thinking facilitator
- Writer and video course creator
- Accessibility
- User Research
- Interaction design
- Information Architecture
- Visual design
- Mobile UX, enterprise, SaaS, healthcare design

Processes:

- DesignOps
- Define measurements of success
- Requirements writing
- DesignOps
- Agile UX
- Team learning and education

Tools:

Figma, Sketch, Adobe XD, Adobe Creative Cloud web and design tools, Framer, InVision, Slack, Github, Asana, Trello, Jira, Mural, Miro, Abstract, Zeplin, HTML, CSS, Qualtrics, WalkMe, usertesting.com, UXPin