



# DEE SADLER

USER EXPERIENCE STRATEGY ↔ INTERACTION DESIGN



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## SKILLS

### USER EXPERIENCE SKILLS:

UX team management, mobile UX, wireframing, prototyping, personas/behaviors, information architecture, card sort, usability testing, current state analysis, affinity diagramming, experience maps, user requirements, competitive/comparative analysis, creative briefs, sketching and other parts of the UX process.

### UI SKILLS INCLUDE:

Responsive web design and HTML/CSS, spec documents, style guides, standards creation, prototyping.

### SOFTWARE:

Sketch, Axure, UXPin, Omnigraffle, InVisionApp, Adobe Creative Cloud apps including Adobe XD, Photoshop, Illustrator, InDesign, Dreamweaver, Animate.

### CERTIFICATIONS:

Adobe Certified Instructor for 18 years in 7 programs, CompTia CTT+ Technical Trainer Certification.

## EXPERIENCE

**IBM WATSON HEALTH** — Cambridge, MA

**Senior Design Manager | UX**

May 2016 – Present

In charge of UX for the Consumer Health pillar offerings including experience strategy, facilitating workshops, and creating POC's and demos for partners like the FDA using Blockchain technology.

Manage a team of multi-disciplinary designers for the Cambridge, MA location and the Oncology team in NYC for 5 months.

Designed Watson for Genomics that went live in March of 2017 and was featured on 60 Minutes.

Work toward Watson Health's Design System. Design Principles, interaction design patterns and case study templates to help with design reviews.

**HIGHWAY 22** — Kansas City, MO

**Design Director | UX**

August 2015 – February 2016

User Research and interaction for a Marketing agency, and Federal online insurance application, to increase understanding of the user, by utilizing demographics, competitive/comparative analysis, current state analysis, personas, experience maps and presenting the UX process to stakeholders, thus changing major aspects of the products.

Redesign of the Highway 22 website, including user research, current state analysis, content strategy, and contributing the HTML and CSS to the final production code. The updated site has increased traffic and online referrals by 67.3%.

**A BOX OF PIXELS** — Overland Park, KS

**PRINCIPAL, UX STRATEGY**

January 2001 – 2016

Mobile UX of a mobile chat app. Decreased steps, to a create a simplified and cohesive design starting with the Sign In process. Research, analysis, interaction and visual design.

Research and interaction design, web design for MacSource, River City Solutions, Ingram's magazine, David Nanos productions, ThinqDigital and F2 New Media.

Adobe Certified instructor, for ThinqDigital, and did demos across the country for Adobe as well as events and video tutorials for Total Training.

Sunflower Dermatology launched their website with SEO in mind before building the website which preserved the budget and reduced implementation costs. SEO was or has been implemented. 277.22% increase in organic traffic within 60 days.

## TECHNICAL EVANGELIST:

Speaker at Adobe MAX 2010/2015 for a full day pre-conference class on UX and UI for everyone, focusing on mobile. Other slides and presentations can be found on Slideshare.

Adobe TV videos for the EDU team on "Building your Own Portfolio" with Fireworks and Dreamweaver CS6. Adobe Community Professional from 2004-2017 doing demos across the country for Adobe.

Johnson County Community College Multimedia Web, Advisory Board Member.

Organizer of [D2W](#), a workflow conference for designers and developers for 4 years in Kansas City with speakers from all over the globe.

Patent holder for "Method of Accessing Services From a Mobile Communication Device".

UX User Group manager, and created and managed 7 user groups and created many events from 1998 - 2016

### H&R BLOCK — Kansas City, MO UX MANAGER | INTERACTION

January 2013 – April 2015

Managed a team of interaction and UI designers using the Sit Lead method for the retail and digital teams at H&R Block while promoting UX across all stakeholders.

Team lead for the client facing mobile apps. Project management, research and interaction decreasing the pages needed while increasing user interactions by 165%.

Created a Design System, interaction standards, spec docs, style guides, over 10 prototypes for user testing and consulted on creating responsive websites for multiple internal teams.

### SPRINT — Overland Park, KS

#### UX STRATEGIST III / INNOVATIONS TEAM

August 2010 – January 2013

Part of the Innovations team creating ideas and POC's to create new products for Sprint. Not all the ideas saw the light of day, but we did create the Sprint Zone app, helping with both the interaction and UI while worked hand-in-hand with the developers. Lead a team of developers and designers to create an internal stand-alone app for the marketing team to input text for the Sprint Zone app.

Managed a team that created and developed a Customer Service browser-based app for the Chrysler car application program.

### TEVA NEUROSCIENCE — Kansas City, MO

#### UX - UI DESIGNER

2008

UX lead for design and development and created dozens of websites using research, strategy, wireframes, visual design and CSS and HTML for Teva's generic drug companies.

### SPRINT — Overland Park, KS

#### UX DESIGNER

2007-2008

E-Commerce team primarily in interaction design, creating wires and prototypes while making sure the persona integrity was upheld. Prototyping for usability testing at the Sprint Lab.

### FUSION AUTHORITY QUARTERLY MAGAZINE — Remote

#### CREATIVE DIRECTOR

2006-2010

Creative force behind Fusion Authority Quarterly Update magazine. Created cover designs, layout, helped with articles, printing and marketing.

### VML — Kansas City, MO

#### UI & FRONT END DESIGNER

2005-2007

Web design and development, Flash sites and banners and print design for clients like Xerox, Sprint, Microsoft and more. Standardized Flash practices for the team and helped implement the first CSS and set best practices for Hills Nutrition's website.

### INGRAM'S MAGAZINE — Kansas City, MO

#### ART DIRECTOR/WEB DESIGNER/PHOTOGRAPHER

2005

Created layouts, ads, for a local business magazine. Did photography and web design for 5 of the companies sites and created some from scratch.