Dee Sadler

UX Design Leader | http://aboxofpixels.com | dee@aboxofpixels.com   **| http://linkedin.com/in/deesadler/**

SUMMARY

UX Design Leader with a rich background in transforming initiatives across diverse industries. Proven track record of driving innovation and delivering tangible results through measuring results, managing stakeholders and collaborating across verticals. Bringing a unique blend of strategic vision, technical expertise, and leadership to every project, consistently exceeding expectations and driving organizational success.

SKILLS

- » Team Leadership
- » Cross-functional Collaboration
- » Project Management
- » UX Process & improvement
- » Presentation/Speaking

- » Stakeholder Management
- » Client Collaboration
- » Conflict Management
- » Certified Instructor/Coaching
- » Adaptability
- » Measuring success

- » AI & Machine Learning Integration
- » UX Tools (Figma, Sketch, Adobe)
- » Prototyping, CSS/HTML
- » Blockchain Implementation

- » User Research & Testing
- » Design Systems
- » Design Operations
- » Product Management
- » End-to-end design
- » Desktop & mobile

EXPERIENCE

Mayo Clinic (Center for Digital Health) , HQ Minneapolis   **March 2021- May 2023**
UX Lead/Director

Working across the Design System, DesignOps and Provider Verticals ensuring a cohesive human-centered user experiences across digital platforms through cross-functional collaboration, yielding both qualitative and quantitative data-driven improvements.

- » Spearheaded Mayo Clinic's inaugural Design System, overseeing a team of designers and developers, and managing an external agency to create the first version of the system.
- » Led a Provider/Clinician vertical of products, to provide faster access to crucial information, resulting in quicker diagnosis of complex conditions.
- » Developed the User Research for the Fundraising team, reducing patron giving time by 54% and transitioning products from print to digital.
- » As DesignOps, established UX processes, offered Figma training, skills assessments, and managed/purchased tools to keep UX teams up-to-date with the latest trends.

Cox Automotive, New Hyde Park, NY   **June 2018 - July 2020**
Director of User Experience

- » Launched new products, boosting loan application completion by 43%, and increasing revenue by 6%.
- » Implemented a screen recording tool, reducing response time by 50% and aiding UX, Product, and Engineering.
- » Restructured the UX team, promoting a multi-disciplinary approach to accelerate innovation and development.
- » Relaunched the DMV product, attracting a 21% increase in new visitors.
- » Introduced a user testing program, accelerating feature development by 3 months.

IBM Watson Health, Cambridge, MA   **May 2016 - June 2018**
Senior UX Design Manager

- » 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 Watson for Genomics, pioneering AI-driven cancer research, and partnering with healthcare companies.
- » Led a team of 28 designers, developing AI/ML-driven healthcare applications.
- » Collaborated with the FDA to implement a Blockchain solution, reducing clinical trial data processing time from 2 weeks to 5 minutes.

Highway 22, a UX Agency - Kansas City, MO   **August 2015 - February 2016**
UX Design Director

- » Directed teams for diverse clients, utilizing user research and data to enhance end-to-end experiences.
- » Redesigned the agency website, increasing traffic and online referrals by 67.3%.
- » Created a system to identify the who, what and when with playing cards that represent the UX process that create a Design Brief when used in a kick-off stakeholder workshop.

H&R Block Corporate - Kansas City, MO   Jan 2013 - April 2015

UX Manager | Interaction Design & Consumer Facing Mobile

» Enhanced user interactions by 165% for 3 consumer-facing mobile applications.

» Developed a unified design system and streamlined style guides.

» Created over 15 prototypes for usability testing and data-driven decision-making.

» Managed external UX vendor relationships.

Sprint Corporation - Overland Park, KS   August 2010 - Jan 2013

Lead UX Strategist III / Innovations & eCommerce team

» Part of a team that designed an application that saved the company $80 million.

» Managed a team for in-car applications.

» One of 4 inventors for the patent on "Method of Accessing Services From a Mobile Device". Filed Apr 16, 2013.

    UX / IxD Interaction Designer   Aug 2007 - Mar 2008

» Redesigned the Shopping Cart, achieving a 13% increase in submissions.

A Box of Pixels, LLC, Glen Cove, NY   Jan 2004 -present

Head of Design/UX: Freelance, Training, and Consulting

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

» Authored LinkedIn Learning courses on DesignOps and stakeholder management. Titles are, A DesignOps Overview, Managing Stakeholders, Working with Developers, and Measuring Success.

» Certified CompTia CTT+ Technical Trainer with extensive Adobe expertise for ThinqDigital and other training facilities.

Fusion Authority Quarterly Update   May 2006 - 2010

Creative Director

» The creative force behind Fusion Authority Quarterly Update magazine. Created cover designs, entire format, and layout, and helped with articles, printing, and marketing.

Teva Pharmaceuticals   Oct 2006 - Aug 2007

Senior Web/UX Designer

» 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.

VML   Jul 2004 - Oct 2006

Interactive producer, UX

» Interactive producer using HTML/CSS, JavaScript, Flash, Photoshop, Illustrator, InDesign, Dreamweaver, project management, and initiated conversion of Hills Pet Nutrition website to a CSS site.

» At VML, worked on HTML emails, CSS on websites, branding for clients, and tons of flash work for clients like Xerox, Sprint, Phillip Morris, and more. Created requirements and standards documents and trained staff in Flash best practices. Standardized creation of Flash files.

» Created standards for internal teams, and training of internal teams. Branding and web/flash UI work for clients like Microsoft, Sprint, Xerox, KFC, Hills Pet Nutrition, and other high-profile clients.

» Design Briefs, standards documentation, personas, research, CSS, HTML, Flash, branding standards, best practices creation.

CERTIFICATIONS, EDUCATION & COMMUNITY

» CompTia CTT+ Technical Trainer. Certified since 2004

» Psychology, Photography and Graphic design focus. Johnson County Community College

» Regular 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*.

» Host of "Let's Talk About UX " on LinkedIn. 2nd Friday of every month.