Sadie Cruz

Product Designer with a passion for collaboration and empathy

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EXPERIENCE

Intevity, New York — *Consultant, Experience Research & Design*

May 2022 - Present

- Led the evolution of our team's approach by improving cross-team communication, creating a robust design system, and facilitating user journey workshop sessions that resulted in faster client approval.
- Design lead for multiple Department of Labor projects, delivering new innovative user-centric features by creating precise user flows, wireframes, and mock-ups.
- Solved business and user problems creatively and collaboratively by presenting design solutions to clients and developers that are feasible and functional.

TailorU Collective, New York — *UX/UI Designer*

November 2021 - May 2022

- Co-led dynamic design research workshops for a forward-thinking startup to align user aspirations with feature ideation.
- Collaborated with a cross-functional team of developers and UI designers to design end-to-end products for a variety of clients across various industries, including a virtual learning app and an e-commerce platform for dog food.
- Analyzed industry models and conducted comprehensive market research to gain valuable insights that helped build our product designs around the latest trends and evolving needs.

The Design Gym, New York — *Associate, Strategy & Culture Change*

May 2021 - November 2021

- Conduct user interviews and market research for clients to extract actionable insights for stakeholder alignment, product concept generation, and strategic business planning.
- Facilitated strategic design sprints that boosted innovation and revitalized clients' business plans, aligning them seamlessly with the company's goals.
- Co-led agile and design-thinking workshops, empowering over 100 client employees to harness these methodologies and provide an environment for innovative problem-solving and user-centric ideation.
- Co-lead collaborative ideation sessions to navigate constraints, prioritize user needs, and align the team to craft both business and user-centric solutions.

TOOLS

FIGMA, MIRO, ADOBE XD, SKETCH, ADOBE SUITE, INVISION, GSUITE

SKILLS

Project Management
UX Research
Information Architecture
Workshop Facilitation
UX Strategy
Prototyping

PROJECTS

DOL Standards Review Dashboard
UX/UI Designer

DOL Claims Review Dashboard
UX/UI Designer

Lumos Sleeping Mask App
Research & UI Designer

Pearson Virtual Learning App
UX Designer

EDUCATION

Plattsburgh State University,
— BS Multimedia Journalism & Graphic Design
AUG 2013 - DEC. 2017

CUNY Techworks,
— Certificate User Experience Design Immersive Program
AUG 2020- DEC. 2020