

Sarah Williams

Design Leader

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ABOUT ME

Accomplished design leader using human-centered design practices to build relationships and advocate for people. Has delivered innovative solutions for B2C and SaaS products that drive results. Focused on building products and services that create happier, healthier, and more equitable communities.

WORK EXPERIENCE

Paladin, PBC / December 2021 - Present

A justice tech company with the mission to mobilize lawyers to provide more and better pro bono legal services to people around the world.

Director of Product Design, Current role

- Collaborated with a cross-functional team to make product improvements that increased volunteer interest in pro bono opportunities by 30%.
- Attained budget for user research tools to provide the team with fast and continuous user insights.
- Extended Paladin's brand strategy and design style guide across marketing materials and products, establishing a cohesive and credible identity in legal tech.
- Created a product vision statement to align on product goals and inform Paladin's product strategy.
- Established and maintained a Design System, improving efficiency and consistency.

Verizon Wireless, Inc. / April 2018 - October 2021

A leader in telecommunications focused on bringing home and wireless services to consumers around the country, equipped with the power of 5G.

Principal Designer, October 2019 - October 2021

- Early member of Verizon's Strategic Initiatives team focused on creating forward-thinking and innovative product ideas for a 5G-enabled world.
- Created an innovative future strategy for Verizon's retail experiences that would adapt and scale in a post-pandemic world.
- Created Experience Principles and affiliated KPIs as part of Verizon's Brand Strategy, quantifying the value and impact of design.
- Cultivated relationships with Verizon's Corporate Social Responsibility team, driving human-centered design thinking in social impact initiatives.

Lead Designer, April 2018 - October 2019

- Launched an omni-channel outage communication service, improving customer transparency and reducing customer support calls related to outages.
- Created a vision for a new customer recognition program focused on deepening customer relationships and loyalty.

INDUSTRY KNOWLEDGE

Skills

Product strategy, service design, user experience design, user research, design systems, storytelling & stakeholder communication, facilitation & workshops, project management, thought leadership.

Tools

Figma, Sketch, Invision, Adobe Creative Suite, G Suite, Miro, Jira, Typeform, Notion, Slack, Storybook.

RECOGNITION & AWARDS

Verizon

Verizon Innovation Award, 2019

Awarded for launching a complex omni-channel service that modeled new ways of working.

EDUCATION

San Diego State University

BA Applied Arts & Sciences, 2007-2011

VOLUNTEER SERVICE

Interaction Design Foundation

Career Mentor, 2021

Provided feedback, direction, and perspective for new designers who are entering the UX Design field.

NYC Presbyterian Hospital

DOVE Advocate, 2015 - 2017

Provided advocacy and support to victims of violent and/or sexual crimes during their hospital stay.

Moment Design, Inc / October 2015 - April 2018

A design agency focused on delivering digital solutions for clients in financial, healthcare, and entertainment sectors. Moment was acquired by Verizon in 2018.

Lead UX Designer, July 2017 – April 2018

- Simplified workflows and improved wayfinding for a financial client's internal bank teller system, reducing customer service interaction times.
- Crafted a storytelling document to secure investment approval for a future asset management product.

Senior UX Designer, November 2016 – July 2017

- Conducted a heuristic analysis and delivered high-impact solutions for an international payment platform to reduce friction and attrition.
- Created a vision for a financial app targeted to small business owners that would grow with their business.

UX Designer, October 2015 – November 2016

- Designed a vision for a healthcare application connecting Diabetes patients with ongoing care and support, and storytelling documents to attract investors.
- Augmented a financial client's agile product team, facilitating faster and better improvements to their receipt matching mobile app.