

# Sara Mehldau Digital Product Designer & Director

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## Recent Work Experience

**Acelab** New York

**UX Director** / September 2021 - Present

Leader and individual contributor at early stage startup responsible for defining/executing the UX/UI strategy of the platform.

Collaborating with co-founders to develop workflows/processes and establish a culture of design thinking.

**Capgemini** New York

**Associate UX Director** / August 2020 - August 2021

Member of senior leadership team participating in resource management, mentoring junior designers, and establishing user-centered design culture.

Lead UX effort on large scale ecommerce implementation projects balancing business requirements with user needs & working within budgetary/platform constraints to elevate the overall customer experience & drive revenue.

**Senior Experience Architect** / June 2018 - July 2020

Responsible for building & optimizing how information is organized & presented to users, leveraging data and best practice.

Created information architecture diagrams, wireframes, personas, & user flows to support and solution for best-in-class customer experiences.

**Dylan's Candy Bar** New York

**Senior UX/UI Designer** / Feb 2018 - May 2018

Lead UX/UI design projects through strategy, experience design, visual design, & development defining internal processes and toolsets.

Performed regular heuristic evaluations/assessments of ecommerce site and developed a roadmap for UX/UI enhancements to increase usability.

Managed and mentored junior designers and vendors.

**Interactive Designer** / May 2014 - Feb 2018

Defined and executed a cohesive visual design strategy across all digital brand touchpoints including email, digital advertising, ecommerce, social media and in-store video/motion graphics.

Developed and managed ecommerce content strategy from executing web content to art direction of promotional and product photoshoots.

## Previous Work Experience

**Defy Media** New York

**Associate Art Director, Ecommerce** / Oct 2013 - May 2014

**Web Designer** / Dec 2011 - Oct 2013

**Marketing Production Designer** / Jul 2010 - Dec 2011

## Skills

- User Experience Design
- User Interface/Visual Design
- UX Strategy
- Interaction Design
- Design Leadership
- People Management
- Coaching & mentoring
- Design Ops
- Process & Workflow Development
- Creative/Art Direction
- Interactive Prototyping
- User Research Methodologies
- User Testing
- User Personas/Journeys
- Commerce/Content Design
- Design Systems
- Workshop facilitation

## Tools

- Figma/Adobe XD
- Adobe Creative Cloud
- Invision/Marvel, ProtoPie
- SaaS User Testing Platforms
- Confluence/Jira, Clickup
- Basic HTML/CSS/Javascript
- Empathy
- Collaboration
- Discussion & debate

## Education

Fashion Institute of Technology,  
State University of New York

**BFA Packaging Design**

May 2009 / Cum Laude

**AAS Communication Design**

May 2007 / Magna Cum Laude