

Sara Mehldau | UX Leadership · Team Building · Business Impact

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Design leader with 15+ years turning digital chaos into customer delight across ecommerce and financial services. Equal parts strategist and doer— building high-performing teams while delivering solutions that actually move the needle. Known for wrangling diverse stakeholders, cutting through complexity, and inspiring innovative thinking that make both customers and executives say 'yes, please.'

Professional Experience

Sr. UX Design Lead, Customer Acquisition Experiences Consumer Bank / JPMorgan Chase / Present

- Led workshops with cross-functional stakeholders to create a customer-focused roadmap for the authenticated shopping experience, aligning diverse perspectives into a data-driven strategy to meet OKRs
- Partnered with design management and senior leadership to optimize organizational workflows, establishing file structure best practices that enhanced team scalability and operational resilience

Sr. UX Design Lead, Acquisition Marketing Platforms / JPMorgan Chase / 2024 - 2025

- Scaled the design team by 50% through growth-focused leadership; implemented career development programs and feedback loops that advanced designer development and elevated design quality
- Co-facilitated cross-functional training sessions for 100+ product, tech, and design team members, enabling customer-focused discovery, problem reframing, and rapid ideation
- Contributed to developing a long-term vision framework, translating customer research insights into actionable principles that directly shaped multiple workstreams now in design phases

Sr. UX Design Lead, Offer Experiences / JPMorgan Chase / 2022-2024

- Led a multi-disciplinary design team, collaborating with cross-functional stakeholders to launch a prequalified card offer experience, exceeding account acquisition OKRs on an accelerated timeline
- Partnered with senior leadership to create and implement a design component library, guiding team structure and Figma execution, resulting in 65% faster time-to-market and enhanced scalability

UX Director, Product & Platform / Acelab / 2021 - 2022

- As founding designer, partnered with co-founders to develop product from concept to market fit, contributing to successful fundraising
- Built the design practice from ground up, implementing standardized workflows that reduced design iteration cycles by ~35% and accelerated product development
- Established design as a strategic business function by demonstrating how user-centered approaches directly impacted key performance metrics, elevating design to a core business driver in the organization
- Implemented a basic design system, improving consistency and scalability, & increasing user engagement by 23%

Associate UX Director, Digital Customer Experiences - Commerce Realized / Capgemini / 2020 - 2021

- Championed a vision for commerce experiences that balanced business goals with emotional engagement, developing a strategic framework adopted across multiple B2C & D2C client engagements

- Protected team positions during COVID pandemic by strategically managing workloads and securing new business through sales pitches and RFPs
- Pitched, sold and executed a moderated usability study of the Hibbett Sports mobile app, leveraging the insights to create a 2021 optimization roadmap and secured a retainer contract

Sr. Experience Architect, Digital Customer Experiences - Commerce Realized / Capgemini / 2018 - 2020

- Led cross-functional workshops for Jacuzzi that transformed their complex purchasing process into a streamlined online experience, balancing technical specifications with an intuitive customer journey
- Partnered with Bissell to create an award-winning ecommerce experience that modernized their brand presence, implemented industry best practices, and aligned with their pet-friendly value proposition
- Was quoted as an industry expert in a published thought leadership article on organizing businesses around holistic customer journeys and implementing effective personalization strategies

Sr. UX/UI & Interactive Designer, Ecommerce & Omnichannel / Dylan's Candy Bar / 2014 - 2018

- Created strategic blueprint for omnichannel transformation that successfully bridged in-store sensory experiences with digital convenience while preserving the brand's playful heritage
- Led ecommerce optimization initiatives tailored specifically for premium confectionery products that increased conversion by 15% and contributed to 300% YoY revenue growth
- Established company's first design system and accessibility standards, reducing legal risk while improving design consistency
- Managed & developed junior designer from entry-level to full autonomy in 10 months using a structured development framework

Associate Art Director (promoted from Production Designer) / DEFY Media (Alloy Digital + Break Media) / 2010 - 2014

- Rapidly advanced through design positions, demonstrating early leadership potential and cross-functional collaboration skills

Strategic Capabilities

Design Leadership: Team building & mentorship, organizational transformation, cross-functional alignment

UX Strategy: Customer journey orchestration, omnichannel experience design, design systems architecture, qualitative/quantitative user research methodologies

Business Impact: Conversion optimization, research-driven product development, quantifiable experience metrics

Technical Expertise: Figma/Adobe, prototyping methodologies, user testing platforms, agile workflows, analytics platforms, and LLMs

Education

Fashion Institute of Technology, State University of New York
BFA Packaging Design
AAS Communication Design