

Sara Mehldau | UX Leadership · Team Building · Business Impact

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Design leader with 15+ years transforming digital chaos into customer delight across ecommerce and financial services. Strategic leader who builds and empowers high-performing teams while delivering experiences that create measurable impact. Known for aligning diverse stakeholders, cutting through complexity, and fostering innovative thinking that unites teams around a shared vision.

Professional Experience

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

- Orchestrated cross-functional alignment to develop customer-focused strategy for authenticated shopping experience, translating stakeholder requirements into a unified roadmap supporting organizational OKRs
- Elevated design's strategic influence by building stakeholder trust, securing inclusion in cross-functional 2026 planning and upstream strategic explorations with adjacent teams

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

- Transformed team capabilities by scaling design team 50% while implementing frameworks that accelerated professional growth and elevated design standards
- Co-facilitated cross-functional training sessions for 100+ product, tech, and design team members, enabling customer-focused discovery, problem reframing, and rapid ideation
- Co-architected enterprise vision framework, translating customer research insights into actionable principles that now guide multiple product initiatives

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
- Repositioned design as strategic business lever, establishing measurable connections between user-centered methods and KPIs, shifting organizational perception of design's value
- 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