



## CONTACT

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- Portland, Oregon, USA

## KEY SKILLS

- Leadership
- Coaching & Mentoring
- Product Management
- Enterprise & B2B Software
- ServiceNow Learning
- UX & Product Consulting
- UX & Product Strategy
- Accessible & Inclusive Design
- LUMA Methodology
- Adobe CS & Figma
- Miro, Mural, Figjam
- Pendo, ProductBoard
- Agile Development
- Front-End Development
- Engineering Management
- GitHub, AWS, Azure
- Neural Networks, AI
- Trading Algorithms

# SARAH NELL RANDOLPH

## PRODUCT DEVELOPMENT & DESIGN LEADER

## PROFESSIONAL PROFILE

I'm a product development triple threat - leading UX Design, Product and Engineering teams to deliver SaaS and B2B software solutions from conception to launch. In addition to being a leading authority in enterprise usability, inclusive design, service design and workflow automation, I also code, earning certifications in Agile, HCI, Product Management, DEX, ServiceNow, Front-End & more. I've led cross-functional teams, created CoP's and CoE's at companies like Fleetcor, Disney & Marvel. I designed and presented a conceptual prototype mapping the future of cyber defense at DARPA. I'm available as a consultant, contract, or full-time hire.

## EXPERIENCE

### HEAD OF DESIGN | SECURE CODE WARRIOR

FEBRUARY 2022 - FEBRUARY 2023

- Built my 7th design dept from ground up, establishing 4 teams in EMEA, AUS & West Coast working asynchronously strategically aligned with PMs & Developers.
- Raised our UX Maturity from 1 to 5 by not only improving the customer-facing platform, by streamlining internal processes, solving business problems through automation using solutions such as ServiceNow, and reducing software spend.
- Created a fully automated User Research Program sourcing customers for usability testing, improving communications, feedback, and self-serve rewards.
- Redesigned the platform to WCAG 2.1 AA & created an accessible design system.

### HEAD OF UX & PRODUCT | PREPAID2CASH

MAY 2021 - FEBRUARY 2022

- Oversaw the Customer Experience team, Product Managers, and Designers.
- Partnered with VP of Engineering to develop a product strategy for new mobile features, complimentary apps ideas, improved usability for all lines of business.
- Created a new product roadmap, improved the customer feedback process, strategies to solve business problems by automating workflows, and improving CX, managed vendors, wrote business cases and demo'd solutions.

### HEAD OF DESIGN, UX DEVELOPER | CORPAY

MARCH 2019 - MAY 2021

- Oversaw design process for all customer facing and internal products from start to finish, advising best practices, usability testing, research, and more.
- Strategized with leadership, created cross functional teams to drive innovation.
- Coached, mentored and developed career paths for seven direct reports.
- Created an Innovation lab to continue to ensure our solutions are cutting-edge.
- Created a Center of Excellence to deliver a best-in-class customer experience with goal of aligning design teams across newly merging companies.



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## EDUCATION

**UDEMY, COURSERA**  
Product, Front-end,  
ServiceNow &  
Agile Development  
Certification Programs  
ONLINE  
2018 - current

**STANFORD EXTENDED  
LEARNING**  
User Experience Design  
ONLINE  
2013 - 2014

**SAN FRANCISCO  
STATE UNIVERSITY**  
Graphic Design & Visual  
Communication  
SAN FRANCISCO, CA  
1999 - 2002

**SANTA ROSA  
JUNIOR COLLEGE**  
Associate of Arts Degree  
SAN FRANCISCO, CA  
1995 - 1999

# SARAH NELL RANDOLPH

## PRODUCT DEVELOPMENT & DESIGN LEADER

## EXPERIENCE, CONTINUED

### FOUNDER, UX CONSULTANT | THE BARBARY CO

#### JUNE 2013 - CURRENT

- Founded a digital agency for UX, Consulting, Enterprise Software, Mobile & Web applications. Merged with partner agency 2016-2018, as our VP of Design.
- UX Consultant for startups and enterprise org's leading strategic initiatives, design sprints, conducting & presenting research, implementing solutions i.e., CoE's, Pendo, Userflow, UserTesting.com, ProductBoard, ServiceNow & more.
- Delivered over 100 highly usable, visually appealing products & projects delighting customers and building strong client relationships for ten years.
- Completed ServiceNow Certification courses to consult for clients, implement & onboard solutions ie. Now Platform, Digital Experience & more

### LEAD UX ENGINEER | MARVEL / DISNEY

#### JANUARY 2013 - DECEMBER 2015

- Rapidly developed a redesign of Marvel's e-commerce store in Javascript & CSS migrating both the web and mobile experience to Disney's E-commerce CMS.
- Redesigned Disney's e-commerce cart, troubleshooting its payment model for web and mobile sites leading to a significant increase in sales.
- Led a cross-functional team to solve business problems by introducing usability principles and design thinking to Disney Consumer Products.
- Onboarded, led and supported new UX / UI designers and developers.

### CREATIVE DIRECTOR, DIRECTOR OF UX | UE VISION

#### NOVEMBER 2010 - DECEMBER 2012

- Led teams of developers, UI & UX designers at an award-winning UX agency with S&P 500 clients i.e. IBM, Toshiba, Target, E-Stamp, Inxight Global, Kohls, HP
- Designed dozens of successful enterprise, b2b, saas platforms with usability best practices, transforming research into highly usable visual designs for development.
- Created the best software solution for the future of cyber defense at DARPA, with the goal of allowing users to shut down enemy servers in civilian areas.
- Became one of the leading authorities for enterprise user experience and big data visualization in SV evangelizing usability and data driven design.

### LEAD UX & UI DESIGNER | DUN & BRADSTREET

#### JANUARY 2008 - NOVEMBER 2010

- Led a high-functioning team of 14 UI designers and software developers.
- Advocated for users and presented best-in-practice work to key stakeholders, the executive team, and project managers.
- Successfully shipped various web and mobile projects for partner properties operating in the business and financial technology enterprise sectors.
- Oversaw the entire redesign process on both web and mobile experiences.
- Became AGILE certified and coached product, design & engineering teams to improve processes and have smoother development cycles.