

SARAH DEAN

PRODUCT DESIGNER

EXPERIENCE

Senior Product Designer, 2022 – 2026

Teachable, New York, New York

- Led end-to-end design for Teachable's first B2B product suite, directly responsible for securing \$150K+ in new enterprise contracts.
- Served as Teachable's first dedicated mobile app designer, owning all things iOS and Android and driving key product parity initiatives between web and mobile, leading to a 22% increase in mobile app downloads.
- Established Teachable's mobile component library to reduce design and tech debt while introducing key feature enhancements including dark mode, an upgraded quiz experience, tablet improvements, and a mobile-first course commenting system.
- Led a research-driven, cross-functional redesign of Teachable's homepage and site navigation, optimizing core conversion funnels and driving a 6% increase in conversion.

Design Lead (Associate Director), 2020 – 2022

Highwire, New York, New York

- Brought on to build a design team from the ground up. Hired and developed junior talent, established relationships with freelance creatives, and modernized workflows to create an agile design department.
- Oversaw all design work, providing creative and UX direction and leading design execution on web & interactive, product design, and data visualization projects.
- Led Highwire through a site redesign and visual rebranding to better align Highwire's mission and values with its external presentation.

Senior Designer, 2019 – 2020

Designer, 2018 – 2019

Archetype, New York, New York

- Delivered modern data visualizations, interactive social activations, and dynamic digital content for global companies such as IBM, Microsoft, Capital One, Panasonic, Tile, and Slack.
- Brought design and user experience insight into the new business acquisition process, leading team brainstorm sessions, developing animated mockups for pitches, and presenting creative concepts to prospective clients.

Digital Designer, 2017 – 2018

Stadiumred, New York, New York

- Led web-focused rebranding initiatives for top clients, combining design expertise and familiarity with front-end development to create modern and dynamic digital experiences.
- Brought verbal concepts to life, rendering exhibition designs for Kenneth Cole perfume and storyboarding digital advertisements for director Steven Soderbergh's Singani 63 liquor brand.

Designer, 2016 – 2017

Cater2.me, New York, New York

- Increased conversions and improved social engagement through a visual and UX redesign of the consumer-facing website and a refocused illustrated social media presence.

CONTACT

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EDUCATION

Skidmore College

Saratoga Springs, New York

B.S. Studio Art: Communication Design

B.A. English Literature

SKILLS

Mobile and web app design

User research and testing

Information architecture

Visual and interaction design

Design systems

Accessibility (WCAG)

Code-literate handoff and collaboration

Product thinking

Project and stakeholder management

Workshop facilitation

AI-accelerated workflows

Excellent written and verbal communication skills