



SEAN SANDS

LEAD PRODUCT DESIGNER

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snds.design

Education

Illinois Institute of Art
BFA - Interactive Media
2002-2006
Graduated with Honors

Specialties

Design Operations,
Systems, Vision, &
Strategy

Skills

Product Design
User-Centric Design
UX Design
Visual Design
UX Research
Usability
Iconography
Typography

Tool Proficiencies

Figma
Plasmic
Webflow
Framer
Adobe Creative Suite

I'm a Lead Product Designer with 15+ years of experience prioritizing user satisfaction and performance. My expertise in design operations and systems has repeatedly delivered top-notch results and improvements to product team performance.

Employment

Uiflow

Senior Principal Product Designer

Oct 2021-Oct 2022

Remote

- Utilizing case study metrics, formulated the roadmap and vision with founders
- Launched the Uiflow Studio refactor; usage metrics of key features improved by **~25%**
- Created a formal design process including discovery, user research, and design sprints.

Zuora

Principal UX/UI Designer

Mar 2019-Oct 2021

Remote

- Met customer needs by creating the Custom Fields and Objects platform feature
- Utilizing a custom modified Material UI design system, created a low/no-code tool to allow users to modify any part of the Zuora UI using the Platform team tools
- As the design system gained use, product timelines dropped by **~60%**; features asked for by users for years were finally being created or completed

Proofpoint

Senior User Experience Designer

Oct 2016-Mar 2019

Remote

- Created a "Customer Council" to engage users & get on-the-fly discovery; feedback
- Based on Council discovery and needs, created Nexus Threat Explorer tool; time to remediation improved by **~45%**
- Accelerated work akin to startups by advocating for and implementing a customized open source design system solution; engineering overhead reduced by **~50%**

Intuit

Senior Interaction Designer

Nov 2015-Sep 2016

Mountain View, CA

- Coordinated and conducted user research for the Quickbooks SMB financial product
- Mentored junior UX, visual, and product designers to help them adopt a systemic thinking model; reduced team friction and improved engineering relationships

LinkedIn

Senior User Experience Designer

Sep 2011 Nov 2015

Mountain View, CA

- Formed the Davinci horizontal team; created LinkedIn's first Design System; designed research, adoption, and evangelization strategy; tech debt reduced by **~40%**
- Developed the visual framework for the Company Pages feature based on the homepage redesign
- Created new ways to scale monetization systems, incl. LinkedIn Premium, user-generated ads, and LinkedIn Recruiter