Sara Svabek

Currently: Staff Growth Designer at Adobe

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SUMMARY

Design leader based in Seattle with over 14 years of experience crafting elegant user experiences for consumer and internal-facing products across multiple platforms at a global scale. I enjoy technical, cross-team collaboration that involves defining and optimizing scalable frameworks, enhancing user understanding and business success.

In my spare time I like to keep up-to-date with new technologies and tools. I'm currently learning 3D modeling (Blender, Substance, Maya, etc...) and game development for creating interactive gamified experiences in Unreal Engine 5 through Think Tank Online. Recently I created a guide to AI tools for Designers.

EXPERIENCE

Adobe
Staff Growth Product Designer
Commerce Growth

AUG 2024 - PRESENT

- Led design and research for all B2C and B2B commerce growth tests alongside another product designer and content designer
- Managed requirements and projects across 4 disparate teams and over 14 separate Product Manager partners
- Helped drive ~$500M incremental ARR through 10+ B2C and B2B tests across Adobe's platforms so far (Q3 '24 - Q2 '25)
- Created an internal Figma guide and hosted workshops for AI tools at Adobe, focusing on Cursor AI
- Established new team processes and standards for design spec delivery, ensuring alignment with business objectives

Clade Design
CEO, Lead Designer

JAN 2018 - MAY 2021, JULY 2023 - AUG 2024

- Worked on internal and consumer-facing products for Adobe, Chick-fil-A, VICE, MURU, Disney, Marvel, and more
- Orchestrated the growth of a successful design agency (~1m annual revenue) with a focus on delivering high-impact solutions for clients across various industries
- Designed, developed and launched 2 mobile games that are currently on the app store, as well as a mobile / TV cross-platform game (all built in the Unity Engine)

SPEAKING & WRITING

Speaking

Interview with Liz Jackson & Shannon Finnegan

Live UI/UX Design with Serge Vasil

Live UI/UX Design with Katy Wyman

So you want to be a Manager?

Writing (Clade Blog)

Graduating as a Designer During a Pandemic

A Designer's Guide to Receiving Criticism and Managing Feedback

The U Stands for User

- Led a multidisciplinary team of designers and engineers in executing end-to-end product development efforts, from ideation to launch
- Managed key client relationships and contracts with Fortune 500 companies and startups, ensuring the successful delivery of projects on time and within budget

ZenBusiness
Staff Product Designer
Personalization & Education

MAY 2022 - JULY 2023

- Led the Guidance division, focusing on experimental personalization and education experiences
- Crafted a tailored chat experience within the mobile app, with unique queues for users based on their history, purchased items, and seasonal needs (tax season, annual reports, etc...)
- Developed a new personalized educational funnel framework, increasing traffic to high-value products by 77%
- Launched a new education center that became one of the most viewed pages on the web platform and mobile app, garnering 1,800+ daily active users
- Created a scalable framework for eight educational series, including content, illustrations, videos, and exercises, enhancing user engagement and satisfaction
- Collaborated with cross-functional teams to define UX frameworks and design solutions that aligned with business goals and user needs

Adobe
Sr. Design Manager
Commerce & Internal Tools

MAY 2021 - MAY 2022

- Sr. Design Manager for Commerce and Genuine Conversion teams including internal tools, a team of 7 designers
- Commerce collaborated on; Payments and Fraud, B2C, B2B, Platform Growth, Platform Services (internal tools), and Genuine Conversion (convert pirates to paid users)
- Led the redesign of paywalls and checkout experiences for Adobe's suite of products, focusing on transparency and ethical design principles which led to an 8% increase in NARR (net annual recurring revenue) and 5% drop in calls around cancellations and early termination fees
- Helped drive ~$107M incremental ARR by increasing Creative Cloud pricing by 4-6% for B2B and B2C customers
- Managed and redesigned internal tools for order management, driving consistency and efficiency across Adobe's three clouds and acquisitions (Workday, Frame.io, etc...)
- Established new team processes and standards for design delivery

and execution, ensuring alignment with business objectives

Adobe
Product Designer
Integrations & Extensibility

JUL 2017 - MAY 2018

- Shipped 4 integrations with Microsoft
- Designed and shipped integrations with Slack, Google, SalesForce, SAP, Dropbox, and Box
- Managed vendors and contractors design work
- Created a new cross-company team in order to build consistency for Adobe APIs and Plugins
- Established an integrations guild within Adobe to facilitate cross-team collaboration and insight

Infor
Product Designer
Enterprise Manufacturing & Distribution

APRIL 2016 - MAY 2017

- Designer for 3 ERP (Enterprise Resource Planning) products which accounted for over 60% of Infor's gross profits annually
- Shipped 10 projects in 2016, with 2 additional projects in development
- Designed a new component framework for Infor's cross-team products
- Created a standard design process for ethnographic research trips, usability testing, and collaboration

NYU Langone Medical Center
UX Lead
Patient Education

JUN 2015 - APRIL 2016

- Collaborated with physicians, developers, business analysts, and quality assurance engineers to redesign the core functionality of Find a Doctor
- Created a style guide and design guidelines with the development team for NYULangone.org
- Re-designed the Clinical Trials & Research Studies website
- Conducted user tests with patients and call center employees

OneWorld DMG
Medical Illustrator & Designer
Patient Education

JUN 2012 - FEB 2015

- Shipped over 15 products that included websites, mobile applications, animations, print pieces, anatomical models / training

devices, and convention marketing materials
- Led creative direction of projects with project managers, industrial engineers, designers and animators
- Educated clients on medical regulatory requirements and processes for patient education

EDUCATION

Rochester Institute of Technology (RIT)
BFA Medical Illustration
Minor in Japanese Language and Culture
2008 - 2012