

LEE SACHS

Product Design Leader
Senior UX Strategist
Creative Director

www.leesachs.com/portfolio

Product Design Leader and User Experience Strategist with over 20 years of strong design acuity and broad technical knowledge. I grow UX teams, lead complex engagements and work strategically or hands-on. My passion for storytelling and human communication, blend with boundless creative energy to harmonize technology and design.

RECENT PROJECTS

2023	to present	H4B	Senior UX Lead for healthcare agency within Havas Health network responsible for brands of Pfizer, Ipsen, Jazz Pharmaceuticals handling UX and CX strategy for website and mobile applications
2022	to March 2023	Ernst & Young / Orion Innovations	Director-level UX lead for enterprise-wide application enabling tax accounting workflow management, implementing design system, conducting user research, UX strategy, grew UX team to 12 designers
2021	2022	Bank of America / Apex Systems	Senior UX Lead and Product Manager for mission-critical system of analyzed operational excellence with reporting, compliance, risk and AI. Increased UX engagement across multiple bank divisions, instituted usability standards
2019	2021	Omnicom Health Group	Director-level UX lead responsible for digital work with Pfizer, Allergan, Amgen, Takeda, led new business efforts resulting in over \$5 million in billings; expanded UX best practices agency-wide
2018	2019	The Born Group	Sr. UX Lead/Product Designer for Clean Harbors: redesigned multiple business groups' web apps, content strategy & migration; 40% increase in sales with ecommerce implementation
2018	June to October	Symantec/ PwC	Sr. UX Lead for Symantec's SMB eCommerce UX: crafted user journeys, content strategy, wireframes for e-commerce; enhanced engagement and traffic through purchase lifecycle
2018	March to June	Amchart	Sr. Product Manager for blockchain-based electronic health record (EHR) system, instituted product design standards and best practices for POC of industry-first app

FULL-TIME AND LONG-TERM ENGAGEMENTS

Below are significant full-time and long-term contract roles; shorter-term contract engagements are not reflected here as well as extensive consulting with a number of startups

2022 - 2023	Ernst & Young	Senior UX Lead	contract
2021 - 2022	Bank of America	Senior UX Lead	contract
2019 – 2021	Omnicom Health	Director-level UX Lead	contract
2015 – 2017	Centron	Director-level UX Lead	contract
2013 – 2014	Publicis Health	Senior UX Lead	contract
2011 – 2012	CDM	VP User Experience	full-time
2007 – 2009	EMC/Dell	Senior UX Architect, Financial	full-time
2003 – 2005	Avis/Budget	UX Lead & Product Manager	contract
2000 – 2003	Verizon	UX Architect/Project Manager	contract
1999 – 2000	Prodigy	Senior Product Manager	full-time
1996 – 1998	Agency.com	Senior Producer	full-time

CLIENTS AND AGENCIES

Below is a selected list of clients and agencies I've consulted for:

Clients: Pepsi, Starwood, Ford Motors, Avis/Budget, Verizon, CondéNast, AT&T, New Line Cinema, Samsung, Ernst & Young, Bank of America, PwC, Symantec, American Express, Marsh, MetLife, Novartis, Johnson & Johnson, Pfizer, Allergan, Abbvie, Biogen, Amgen, Bausch & Lomb, NovoNordisk, Fortress Investment Group, Morgan Stanley, D&B, Marsh, Clean Harbors

Agencies: Omnicom Health Group, Centron, Publicis, BBDO, FCB, Huge, Razorfish, Grey, EuroRSCG, Cheil, Rokkan, Sudler & Hennessey, Hill Holliday, Harrison & Star, Photon, CapGemini

EDUCATION

Ithaca College	BA	English, Writing
NYU	MFA	Film

FUN FACTS TO TELL YOUR FRIENDS

Accomplished monologist and storyteller performing in and around New York City
Created The Museum of Marketing Madness: (www.madnessmuseum.com)
Appeared on Late Night with David Letterman as a Stupid Human Trick