

LEE SACHS

UX Lead
Digital Strategist
Creative Technologist

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A 'full-stack' UX lead having covered the spectrum of that practice, I also bring expertise and acumen across business development, digital strategy, product management and technical project management. With boundless creative energy and ideas and a passion for storytelling and human communication, I help to harmonize tech with design and build positive experiences.

RECENT PROJECTS

2018	Present	PwC	For Symantec's SMB eCommerce UX: crafted user journeys, content strategy, detailed wireframes for sequence from product selection to checkout (<i>tech: Salesforce, Sketch, Invision, AdobeCC, Framer X, React, Drupal</i>)
2018	April – May	Amchart	For blockchain-based EHR (electronic health records) startup: product management and UX, contributing user journeys, product requirements, user flows, sitemaps and wireframes (<i>tech: blockchain, Hyperledger, Sketch, Jira/Confluence, AdobeCC, Slack, React, Axure</i>)
2018	Jan – March	CapGemini	For Amgen/Novartis's launch of new migraine drug Aimovig, user flows, wireframes and requirements for patient-facing mobile app (<i>tech: Sketch, Invision, Jira/Confluence, Slack</i>)
2017	Sept – Dec	Photon	For Bausch and Lomb, documented user journeys and hi-fi wireframes to support a B2C ecommerce play of their contact lens franchise (<i>tech: Sketch, Invision, AdobeCC, Jira/Confluence, Slack, Axure</i>)
Mar 2015	Aug 2017	Centron	For Allergan: multipronged portal enabling physicians and staff to order medications online and verify patient's insurance; leading UX, design, technical integration and client engagement (<i>tech: SAP, Axure, AdobeCC, Sketch, Marvel, Salesforce, Flinto</i>)
2015	Jan – Mar	ISC	For workforce management SaaS platform: Redesign and restructuring of SaaS workforce management software from a staid ASP.NET UI to a fluid, drag-and-drop interface (<i>tech: Axure, Omnigraffle, AdobeCC, Mindmap</i>)

FULL-TIME AND LONG-TERM ENGAGEMENTS

Below are significant full-time and long-term contract roles I've held:

2015 – 2017	Centron	Director-level UX Lead	contract
2011 – 2012	CDM	VP User Experience	full-time
2007 – 2009	EMC/Dell	Senior UX Consultant, Financial	full-time
2003 – 2005	Avis/Budget	UX Lead & Product Manager	contract
2000 – 2003	Verizon	UX Lead/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:

Agencies: Centron, Publicis (Digitas, Medicus, Heartbeat Ideas, LBi), BBDO, Draft FCB, Centron, Huge, Razorfish, Grey, EuroRSCG, Cheil, Rokkan, Sudler & Hennessey, Hill Holliday, Harrison & Star, Omnicom Corporate, Photon, CapGemini, Born Group

Clients: PriceWaterhouseCoopers, Clean Harbors, Symantec, Amysis, American Express, Pepsi, Starwood Hotels, Ford Motors, Avis/Budget, MetLife, AT&T, Verizon, Samsung, Novartis, Johnson & Johnson, Pfizer, Allergan, Amgen, Bausch & Lomb, NovoNordisk, CondéNast, New Line Cinema, Fortress Investment Group, Morgan Stanley, D&B, Marsh,

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