

LEE SACHS

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Senior User Experience Designer

Digitally literate and analytical professional with extensive expertise in creating visually compelling digital strategies, overseeing product designs, and building user experience practices. Success in conducting user research and translating insights into user-centric designs. Known for delivering strategic initiatives, product vision and innovation with a strong blend of technical expertise, direction, and leadership skills.

AREAS OF EXPERTISE

- ◆ Usability Testing & User Research
- ◆ Information Architecture and Taxonomy
- ◆ Quantitative & Qualitative Analysis
- ◆ Low & High-Fidelity Interactive Prototypes
- ◆ Product Vision & Roadmap Development
- ◆ Personas and User Journeys
- ◆ Interactive Design & Wireframing
- ◆ Mentoring & Team Leadership

PROFESSIONAL EXPERIENCE

Fannie Mae

June to October

Senior UX Designer

Responsible for information architecture of entire Fannie Mae website.

- Developing taxonomy and new navigation schemas for business units and overarching marketing messages through omnichannel communications
- Conducting deep content analysis of over 200 applications and supporting material that drive business for the nationwide housing market

H4B/Havas Health

2023 - April

Senior UX Designer

Directed UX and CX strategy at Havas Health, handling design process from concept to delivery, including user research, information architecture, wireframing, and usability for Pfizer, Ipsen, and Jazz Pharmaceuticals.

- Developed enhanced communications around patient benefits and better access to treatment through revised information architecture and content strategy
- Drove complete redesign and recasting of iPad app for sales reps, revising story flow, interaction design, usability and functionality

Ernst & Young/Orion Innovations

2022 – 2023

Senior UX Lead

Engineered transformative suite of application to streamline communication and workflow processes and increase efficiency across global teams. Leveraged exceptional leadership talent in coaching and empowering UX team members to translate complex business needs into actionable design solutions.

- Integrated vital communications tool into application suite, utilizing robust design system components and translating user needs to actionable redesign
- Grew dynamic UX team to 12 designers, fostering innovation adoption of design system

Bank of America/Apex Systems

2021 – 2022

Senior UX Lead / Product Manager

Played key role in UI/UX for portal of operational excellence defining product vision, strategy, and roadmap based on user insights, market trends, and business goals. Coordinated with stakeholders, product owners, designers, and developers to ensure alignment and successful delivery of product.

- Optimized operational efficiency with advanced features in reporting, compliance, risk management, and artificial intelligence while steering UX and product management
- Fostered collaboration between developers and content creators by implementing usability standards and boosting UX engagement significantly across multiple banking divisions

Omnicom Health Group, NYC, NY

2019 – 2021

Director-level UX lead

Developed innovative user journeys and personas to support market introduction of new medications for diverse brands from Pfizer, Amgen and Novartis. Led UX research agency-wide.

- Generated over \$5M in billings and expanded UX best practices across agency by spearheading UX initiatives for Pfizer, Abbvie, Amgen, and Takeda and driving new business efforts
- Improved design and development of websites and iPad applications tailored for healthcare professionals and patients by directing agency's overall UX/CX practice

The Born Group, NYC, NY

2018 – 2019

Sr. UX Lead/Product Designer

Orchestrated complete UX design lifecycle, guiding projects from conceptualization through to visual design and dev hand-off. Actively engaged closely with development & implementation teams

- Achieved 40% increment in sales post-eCommerce integration by transforming web applications across multiple business units at Clean Harbors, complete redesign of SafetyKleen.com
- Successfully transitioned several websites to the Drupal platform and optimized performance and user interaction by managing redesign and development of user experience

Centron, NYC, NY

2015 – 2017

Director-level UX Lead

Oversaw growth of UX department at small healthcare agency by expanding team and leading visual design. Played pivotal role in design and execution of UX design strategy and user needs. Conducted user research and usability testing, and gathered insights for informed decision-making.

- Grew operations with over \$4 million in new business from Allergan/Abbvie resulting in expanded engagement of e-commerce web applications for eye-care treatments and the Botox brand.
- Established formal UX practice for agency, leading workshops and visual designers

Publicis Health, NYC, NY

2013 – 2014

Senior UX Lead

Engaged in regular UX testing and feedback analysis, using quantitative and qualitative data to drive design decisions and product improvements. Maintained relationships with clients and stakeholders. Clients included Abbvie, Pfizer, Genentech, Novartis.

- Designed iPad app to demo medical device to HCPs at trade shows and sales rep details
- Instrumental in launch of new medication for women's health including full digital capabilities for web and mobile, email campaigns and omnichannel communications

ADDITIONAL ENGAGEMENTS

Below are additional significant contract and full-time positions I've held

- ◆ Sr. UX Lead, Symantec/PwC
- ◆ Sr. Product Manager, Amchart
- ◆ VP, User Experience, CDM (full-time)
- ◆ Senior UX Architect, EMC/Dell (full-time)
- ◆ UX Lead and Product Manager, Avis/Budget
- ◆ UX Architect,/Project Manager, Verizon
- ◆ Senior Product Manager, Prodigy (full-time)
- ◆ Senior Producer, Agency.com (full-time)

EDUCATION

- ◆ BA, Ithaca College
- ◆ MFA, New York University

Fun Facts to tell your friends . . .

Former Stupid Human Trick on Letterman
Creator of online The Museum Of Marketing Madness
Storyteller and monologist that has performed throughout NYC