

Sarah Whinnem



I'm a product design leader with over 15 years of experience in the design and tech world. I love to make users' lives more delightful by breaking down and solving complex problems in simple ways.

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Experience

Design Leadership

I build and lead design teams that create holistic experiences. At Flatiron, I helped scale the team from 5 to 25+ designers, including our processes for hiring, collaboration, research, quality, tooling, and documentation.

Design Systems

I think in design systems, creating cohesive and flexible user experiences. I led the DS initiative at Flatiron, providing an ongoing product vision and centralized support for our component library used in 20+ applications.

Product Design

I lead day-to-day user-centered design on agile feature teams. I am involved in roadmapping, research, and strategy, and I drive execution – from experience and visual design to collaborating with engineers.

UX Research

I design and manage research to dig into user behavior, from field studies to usability. I'm an expert at identifying patterns in how users think and insights in how they feel and turning them into actionable product goals.

Technical Design

I build features end-to-end across applications, from front-end apps to internal tools. I specialize in front-end and living design systems, and actively participate in code reviews, deployments, and infrastructure.

Work

Flatiron Health

**2018–2023 · Lead Design Systems Manager
(previously) Lead Product Design Manager, Senior Product Designer**

I led cross-functional teams across the patient and healthcare provider experiences focusing on efficiency, accessibility, and patient safety.

Fundera

2017–2018 · Principal Product Designer

I worked on the first digital finance platform for 20k new business owners, focusing on increasing both engagement and revenue conversion.

Betterment

**2011–2017 · Senior Product Designer
(previously) Lead Designer, Software Engineer, Graphic Designer**

I built and led the first design team, helped grow the team from 12–200+, and the customer base from 10,000 to over 250,000.

ING Group, Inc.

2009–2011 · Graphic & Digital Designer

Education

BFA Graphic Design

American Intercontinental University · 2005
Concentration In Visual Communication & Digital Design

Skills

Product Design

UX/UI Design
Service Design
Design Systems
Wireframing & Prototyping
UX Research
User Journey Mapping
Workflow Mapping
Usability Testing
Information Architecture
Accessibility Standards
Mobile/Responsive Design
Data Analysis & Metrics
Brand & Print Design

Leadership

Design Thinking
Product Strategy
Design Operations
Stakeholder Management
Workshop Facilitation
Hiring & Team Development

Technical

Figma/Sketch
InVision/Framer/UXPin
Adobe Creative Suite
Trello/Jira/Asana
HTML/CSS
JavaScript/React
Ruby/Rails