

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 Director** I build and lead design teams that create holistic experiences. At Fundera, I am leading design for a cross-functional team that is pioneering user conversion at the same time as doubling revenue for new product markets.
- Design System Lead** I think in design systems, creating cohesive and flexible user experiences. I pioneered what a design system means to Betterment – from a simple shared color palette to managing 200+ components and 30 contributors.
- Product Designer** I lead day-to-day product design on an agile team building new features. I am involved in roadmapping, strategy, and research, and I drive execution – from experience and visual design to collaborating with engineers.
- Research Specialist** 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.
- Software Engineer** 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

- Fundera** 2017–present · **Principal Product Designer**
I am working 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**
- ThermoSpas, Inc.** 2007–2009 · **Graphic Designer**

Education

- BFA Graphic Design** American Intercontinental University · 2005
Concentration In Visual Communication & Digital Design

Skills

Product Design

Product Strategy
Design Thinking
Information Architecture
Design Systems
Personas
User Research
User Journey Maps
Split Testing/Analytics
Usability Standards
Prototyping
Repsonsive Design

Visual Design

Creative Direction
UI/Visual Design
Mobile Design
Interaction Design
Identity & Brand Design
Print Design

Software

HTML/CSS/Javascript
Ruby/Rails
PHP/WordPress
Sketch/Figma
Adobe Creative Suite
InVision/UXPin/Framer
Asana/Trello/Jira