

Sarah Whinnem

DESIGNER · PROBLEM SOLVER · COLLABORATOR · LEADER

I'm a senior product designer 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.



EXPERIENCE

Design Director

I built and led Betterment's first team of four designers. I also led design for two different business lines simultaneously, managing process and creative between stakeholders, and acquiring thousands of clients.

Design System Lead

I pioneered what a shared design system means to Betterment – growing it from a simple color library to managing 200+ components and 30 contributors, most recently powering an entire rebrand project in six weeks.

Product Designer

I led day-to-day product design on a cross-functional agile squad building product features – collaborating on planning, strategy, research, testing, design, and execution, as well as metrics and iteration.

Software Engineer

I built features end-to-end across all Betterment applications, from front-end apps to internal tools. I managed all WordPress environments and contributed to code reviews, deployments, and infrastructure.

Visual Designer

I designed compelling visuals to tell brand stories across marketing, advertising, and product channels. I have worked on print, web, branding, and e-commerce projects for business, education, and non-profit clients.

WORK

Betterment

2011 – 2017 · Senior Product Designer
(previously) Lead Designer, Software Engineer, Graphic Designer
I worked on designing and building a product that improves customers' financial lives from the ground up. I helped grow the team from 12 to over 200, and the customer base from 10,000 to over 250,000.

ING Group, Inc.

2009 – 2011 · Graphic Designer

ThermoSpas, Inc.

2007 – 2009 · Graphic Designer

EDUCATION

BFA Graphic Design

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

SKILLS

Research

Product Strategy
User Interviews
User Journey Maps
Personas
Information Architecture
Prototyping
Wireframing
Split Testing/Analytics

Design

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

Software

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