



Sara Dailey

Design Strategy, Systems Thinking, Visual Craft, AI-driven Experiences

CALL 619.300.5498 | **EMAIL** saradailey17@gmail.com | **WEBSITE** www.thinkseemake.com | **LINKEDIN** linkedin.com/in/thinkseemake

Senior Product Designer with a 12+ year career built on three things: thinking strategically, seeing what others overlook, and making solutions that actually work. I specialize in turning complex, ambiguous spaces into clear, usable digital products across B2B SaaS, consumer apps, and AI technologies. I'm at my best balancing deep analytical strategy with getting in the weeds of interaction design, prototyping, and visual craft alongside product and engineering teams.

WORK EXPERIENCE

Senior UX/UI Specialist

Pearson | Remote Contract - Bend, OR | Sep 2026 - Present

- Conducting comprehensive UX/UI audits across the Pearson+ Higher Education Assignable eText (AeT) student and instructor experience, identifying usability friction points and documenting recommendations for product improvements.
- Building early relationships across multiple product squads, working together to understand the broader Higher Education roadmap and identify where the student experience can be optimized.
- Analyzing student data and research through active focus group participation, uncovering key student insights regarding AI tools and usage to help shape the future Pearson+ learning experience.

Senior Product Designer

ZoomInfo | Remote Contract - Bend, OR | Oct 2024 - Jan 2026

- Streamlined Copilot SalesOS admin onboarding from 11 steps and 90 days to a 4-step self-service flow, addressing the platform's low adoption rate. Unified cross-functional stakeholders through visual storytelling and narrative prototypes that helped to influence product strategy and roadmap priorities.
- Co-led the AI Enablement initiative to accelerate 0-to-1 feature development across teams through research-driven frameworks and UX/UI system patterns. Explored emerging AI tools through rapid experimentation and user research across advanced search, AI learning management experiences, and go-to-market outreach, using provocations and high-fidelity prototypes to identify opportunities and inform strategic decisions.
- Applied systems thinking to design and prototype agentic workflows, simplify information architecture, and enhance UI components and visual designs that improved consistency and usability throughout the platform.

Senior Product Designer

Intuit | Remote - Bend, OR | Jan 2021 - Sep 2024

- Led design for TurboTax Live across web and mobile within agile, data-driven environments. Designed for a two-sided marketplace by optimizing customer-expert connection flows and improving expert tooling, increasing contact rates, conversion, and revenue through close collaboration with product, research, data, and engineering teams.
- Designed AI-powered experiences that surfaced tax insights, improved explainability, and enhanced conversational intelligence to better connect customers with tax experts.
- Partnered with engineering and data teams to streamline tax document upload workflows and simplify interaction patterns, reducing drop-off and improving overall start-to-complete conversion.

Senior UI/UX/Visual Designer

ISS - Institutional Shareholder Services | Hybrid - San Diego, CA | Jan 2018 - Jan 2021

- Significantly improved usability across a portfolio of legacy platforms and digital products for corporate governance, proxy voting, and market intelligence by modernizing and simplifying complex interfaces and interaction patterns, data heavy dashboards and streamlining workflows through intuitive, user-centered design.
- Partnered across design, product, engineering, and go-to-market teams to conduct research, identify opportunities, and deliver cohesive solutions that improved user experiences and business outcomes.
- Handled diverse design challenges across multiple other channels, including visual design support for sales and marketing to help increase client engagement and strengthen brand presence in the institutional investment market.

Senior UI/UX/Visual Designer

BrightScope | San Diego, CA | Jul 2014 - Jan 2018

- Designed intuitive, data-backed experiences for BrightScope's B2B financial analytics platform, creating user flows, interactive prototypes, and visual and UI guidelines, that informed strategy and accelerated feature delivery.
- Collaborated with product and engineering to establish design patterns, improve usability, and scale a growing product design system in a fast-paced startup environment.
- Played a key role in BrightScope's growth and eventual acquisition by ISS through design leadership that strengthened product adoption, brand trust, and market positioning.

Senior Visual Designer

ACTIVE Network | San Diego, CA | Mar 2012 - Jul 2014

- Raised the bar for visual and UI design across ACTIVE Network event, race, and activity software products, websites and mobile apps, aligning design system patterns with evolving brand standards.
- Designed web and marketing collateral that improved engagement and retention across product verticals.
- Collaborated with global engineers and product teams to ensure UI and visual design consistency across multiple platforms and campaigns.

CORE SKILLS

Product Design • UI/UX Design • Visual Design • Interaction Design • Prototyping • Design Systems • Research • Usability Testing • Information Architecture • User Flows • End-to-End Design • Design Strategy • Systems Thinking • AI/ML Product Design • Figma • AI Tools • Adobe • Cross-Functional Collaboration • B2B SaaS • B2C • Mobile • Branding • Typography • Art Direction • Graphic Design • Mentorship

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Humboldt State University** | Bachelor of Arts (B.A.), Fine Art + Digital Design | Arcata, California
- **Accademia di Belli Arti** | Fine Art Study Abroad Program (1 year) | Florence, Italy
- **Using AI in the UX Design Process Certificate** | LinkedIn Learning (2024)
- **AI Foundations for Business Professionals** | Udemy (2024)