



Strategy and leadership for cross-functional product design teams. Speaker and author.

EXPERIENCE

(727) 687-2298

sarrahvesselov.com

UX MANAGER 5/2017 - 1/2019

GitLab, 100% Remote

HIGHLIGHTS

Scaled the UX department to keep pace with the increasing demands of a 'unicorn startup', taking the team from six to fourteen over the period of a year

Conducted a comprehensive accessibility audit, creating a statement of compliance and improvement roadmap

Established GitLab's Design System (Pajamas)

Led the team in the redesign and rollout of GitLab's navigation

RESPONSIBILITIES

Improved scheduling processes to balance necessary UX improvements with the overall vision

Held regular 1:1's with all members of the UX department

Worked with all parts of the organization (e.g. Backend, Frontend, Product, Build, etc.) to evangelize and educate on user experience

Developed team members to reach their full potential, understood their goals and needs, partnered in their development, provided advice, feedback, training, and advocacy

Drafted quarterly UX OKRs, aligning with company objectives and the product roadmap

Introduced technical and process improvements to the UX department

Attracted, recruited, and retained top designers and researchers

LEAD UX DESIGNER / UI DEVELOPER 10/2016 - 4/2017

Nitro Solutions, Tampa, FL

RESPONSIBILITIES

Lead UX research and design with additional responsibility of supervising offshore contractors, junior developers, and designers

Development of efficient, maintainable, and scalable web UI using HTML/Sass/Javascript

UX / UI MANAGER 05/2015 - 9/2016

Mad Mobile, Tampa, FL

HIGHLIGHTS

Partnered with leaders in Product Management, Strategy, and Development to establish and refine leaner, more iterative and collaborative processes across the full product development lifecycle

Built and coached a team of UX designers and UI developers to deliver on product vision and standards

RESPONSIBILITIES

Managed resourcing for product roadmap that aligned with business needs and associate growth goals

Gathered and interpreted stakeholder feedback to shape design solutions that met both business and consumer needs

Conducted code (HTML, CSS, Less, Sass, React) and design reviews

Supervised design critiques and held regular 1:1 with team members

CREATIVE DIRECTOR 08/2010 - 5/2015

NRS, Tampa, FL / Salida, CO

Worked closely with key clients to ensure materials maintained corporate branding guidelines

Developed, maintained, and updated Shopify e-commerce website

Oversaw large scale graphics production process from concept to completion

Hiring, training, and day to day management of production artists in the Tampa & Colorado offices

ADJUNCT FACULTY 09/2009 - 6/2015

Sanford Brown Online and Tampa, FL Campus

Instructed students on the essentials of typography, color theory, web design, HTML5, CSS, and basic programming concepts

Mentor incoming faculty members, instructing them on procedure, policy, and best practices

MULTIMEDIA DESIGN & DEVELOPMENT 01/2004 - PRESENT

Various clients

Planning, designing, and implementation of complete HTML/CSS/JS websites

UX, UI, and graphic design work for a variety of mediums

ASSOCIATIONS & ORGANIZATIONS

INVISION DESIGN LEADERSHIP FORUM 11/2018 - PRESENT

Member

WOMEN WHO CODE (WWC), TAMPA 01/2014 - 10/2018

Founding Member, Director

GIRL DEVELOP IT (GDI), TAMPA 04/2014 - 10/2018

Chapter Leader / Volunteer

ASSOCIATION FOR COMPUTING MACHINERY (ACM) 06/2007 - 12/2012

SIGGRAPH s3 Mentoring Lead

SKILLS

UX METHODOLOGY

*Usability testing
Interaction flow map
Interface prototyping
Website analytics
Persona & Scenario*

DEVELOPMENT

*HTML/CSS
Basic Javascript
React
Git
Sass/Less*

SOFTWARE

*Sketch
Adobe CC
Invision
Marvel
Figma*

MANAGEMENT

*Strategic planning
Conflict management
Hiring
Performance review
Career mapping*

EDUCATION

Front End Engineering Course 2015

The Iron Yard, ST. Pete, FL

M.B.A, 4.0 2013

American Continental University

B.F.A, Computer Animation, Magna Cum Laude 2005

International Academy of Design and Technology, Tampa, FL

CONTACT

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