

SIERRA WILLENBURG

User Experience Professional

Cambridge, MA
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sierraisadesigner.com

EDUCATION

B.A. in New Media, 2012

Lyndon State College

A.A. in Graphic Design, 2009

Community College of Vermont

VOLUNTEERING

Hexagon UX Boston Chapter

Chapter Co-Lead
2019 - 2022

SKILLS

Design
Adobe XD, Adobe Illustrator, Sketch, UXPin

Prototyping
Axure RP, ProtoIO, Invision

Mind Mapping/Brainstorming
Lucid Chart, MindJet, Miro

Development
HTML, CSS, NodeJS, Basic JQuery

Project Management
Jira, Trello, Git/GitHub, Confluence

EXPERIENCE

MANAGER OF PRODUCT DESIGN

October '21 - present



DealerOn is an industry-leading provider of websites and advertising services for car dealerships across the United States and Mexico.

As the Manager of Product Designer I am responsible for:

- Setting expectations and priorities for my team
- Fostering relationships with other teams and working cross-functionally on company initiatives
- Hiring new members of the product design team

Working with executives to understand the copy vision and ideating ways for my team to contribute to these goals

SENIOR PRODUCT DESIGNER

DealerOn
Remote
March '21 - October '21

As a senior product designer, I was responsible for:

- Working with product management to understand existing functionality and reimagine the user experience
- Working with the product design team to ensure design consistency
- Extensive UX research including competitor analysis, user/customer interviews, data analysis, etc

UX DESIGNER

SmartBear Software
Somerville, MA
June '18 to March '21

SmartBear Software is an industry-leading provider of QA and API authoring software.

My primary focus was on ReadyAPI, SmartBear's testing automation application. As part of a 9-personal UX team, I contributed to many UX initiatives, including:

- Leading the overhaul of ReadyAPI's UX and IA
- Designing a core integration with SmartBear's API authoring SaaS product
- Designing user flows for the Git integration
- Designed, planned and helped to introduce extensible event-driven API capabilities into ReadyAPI
- Extensive UX research including data analysis, user/customer interviews, heuristic reviews, etc.

UX DESIGNER

Kitewheel
Boston, MA
July '17 to June '18

Kitewheel provides a marketing automation platform focused on customer journey orchestration.

I was the only UX designer at Kitewheel, and focused on improving the UX of the company's core application. My work consisted of:

- Working with developers and sales engineers to understand the product
- Producing customer profiles for the product's different users
- Producing workflow maps and wireframes for a new analytics capabilities within the product

UX DESIGNER (CONTRACT)

BEAM Interactive
Boston, MA
March '17 to May '17

EXPERIENCE

UX DESIGNER/DEVELOPER (FREELANCE)

Ideometry LLC
Boston, MA
Oct '16 to Dec '16

DIGITAL DESIGNER

KOR Group
Boston, MA
July '16 to Oct '16

kor group is a creative agency specializing in collateral for colleges and universities.

While at kor group, I created a new identity system for Washington & Jefferson College's student engagement platform. This work included:

- **Creating user profiles for the different users of the platform**
- **Exploring design concepts for branding**
- **Wireframes for a platform micro-site**

I worked with the creative director at kor to prepare these materials for presentation to the client.

EXPERIENCE DESIGNER

DigitasLBI
Boston, MA
Mar '15 to July '16

DigitasLBI is a global marketing and technology agency that focuses on digital transformation.

At Digitas, I worked with a team of experience designers on a variety of concept projects for a wide range of clients. These projects included:

- **Retirement savings app for Merrill Edge**
- **Journey mapping and concept app prototype for Veritas Genetics**
- **Content site for internal training for Merrill Lynch**
- **Concept content strategy for reward system for Dunkin Donuts**
- **Saving and budgeting app for Bank of America**

Throughout my year and a half at Digitas, I worked with project managers, other experience designers, and clients.

CROSS MEDIA DESIGNER (CONTRACT)

Boston Globe Media Group
Boston, MA
Dec '14 to Mar '15

VISUAL DESIGNER (CONTRACT)

Grossman Marketing
Somerville, MA
Oct '14 to Nov '14

VISUAL DESIGNER (CONTRACT)

WhatArmy
Bedford, MA
Aug '14 to Sep '14

UX ARCHITECT

Boston Financial
Data Services
Quincy, MA
Oct '12 to Jun '14