LEAH SASS

SENIOR UX DESIGNER AND STRATEGIST, DESIGN SYSTEM EXPERTISE

SUMMARY

Experienced designer and strategist, specializing in systems-driven, user-centered design. Thriving in startups and enterprises, I partner across design, product, and engineering to deliver end-to-end journeys that drive growth, usability, and trust in complex environments.

KEY DIFFERENTIATORS

- Experience across startups → enterprise, **navigating ambiguity and scale**
- Strong **systems thinker** focused on scalability, consistency, and speed
- Operates effectively in **regulated, high-stakes environments** (fintech, healthcare)
- Technically fluent; **trusted partner to engineering** on complex product challenges
- Proven ability to **drive alignment** across cross-functional teams
- **Global, cross-cultural perspective**, designing for diverse users and distributed teams
- **Athlete mindset**: disciplined, resilient, and performs under pressure

TOOLS & SKILLS

Figma · Zeplin · Adobe Creative Suite · Microsoft Office 365

Product Design (0→1, B2B SaaS, B2C User Journeys) · Design Systems · Information Architecture · Prototyping · Data-Driven UX · Design QA · Cross-Functional Collaboration · Empathy

PROFESSIONAL EXPERIENCE

Senior Systems Designer, Strategy & UI   2023-Present
Walgreens Specialty Pharmacy

- Drove the end-to-end redesign of the Walgreens Specialty Pharmacy website, improving patient, caregiver, and provider experiences by breaking down complex care journeys through empathy and strategy
- Scaled and governed the pharmacy design system, enabling consistency and faster delivery across a regulated healthcare ecosystem
- Led the transformation of legacy operational tools in micro-fulfillment centers into modern mobile and desktop experiences, improving efficiency and supporting compliance with DSCSA requirements
- Influenced cross-functional strategy across product, engineering, and operations, translating ambiguous requirements into scalable solutions by aligning user needs, regulatory constraints, and business goals

Owner & Founding Designer   2022-Present
1x Designs, LLC

- Own and operate a freelance design practice delivering end-to-end web and mobile solutions for individuals and small businesses
- Lead projects from concept through execution, ensuring cohesive, high-quality outcomes aligned with client goals

Founding Product Designer
2021-2022
Noble

· Built and scaled the design system, accelerating development with reusable components and practices
· Designed end-to-end credit product experiences, including onboarding, underwriting, and account management within a B2B platform
· Improved usability, transparency, and trust in credit workflows by translating customer needs into intuitive solutions
· Launched the platform's first self-serve capabilities, enabling scalable customer growth

Founding Product Designer
2019-2021
Coinmama

· Owned end-to-end UX/UI establishing design as a driver of growth for a cryptocurrency platform
· Redesigned customer onboarding and identity verification (KYC), increasing completion rates by 14% and first-time transactions by 5%
· Launched a streamlined buy/sell experience, driving 11% growth in purchase volume, 23% increase in first-time orders, and 9% lift in repeat transactions
· Balanced conversion, trust, and regulatory requirements while building strong partnerships with engineering to deliver secure products quickly

Product Designer (Hardlines)
2014-2016
Jo-Ann Stores

· Led end-to-end product development from concept through production, aligning design, business goals, and manufacturing constraints
· Used market research and trend analysis to inform product strategy and cross-functional decisions

Technical Designer & Product Developer (Sweaters, Apparel)
2012-2014
White House Black Market

· Translated design concepts into production-ready products, bridging design vision with technical and manufacturing requirements
· Applied customer feedback and product data to drive iterative product improvements

EDUCATION

IxDF Course Certificates (ongoing) · Interaction Design Foundation

Design Leadership Intensive · Echos Desirable Futures Lab

Full Stack Web Development · Israeli National Cyber Bureau & The Jewish Agency for Israel

Bachelor of Science in Design · University of Cincinnati

CITIZENSHIP

United States · Israel