

LEAH SASS

PRODUCT DESIGNER & DEVELOPER

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SUMMARY

As a self-taught Product Designer, I am passionate about creating great holistic customer experiences. My career has spanned continents and industries, I gained much experience creating various products from concept to production for both large corporations and small startups.

SKILLS

- Figma
- Sketch
- InVision
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Trend Research
- Wireframes
- Prototyping
- QA (Digital)
- User Experience
- User Interface
- Design Systems
- Technical Specs (Hard Goods)

EXPERIENCE

Self Freelance Designer

2017-Present

- Collaborated with a range of clients from individuals to small- and medium-sized businesses on various projects including web design, mobile applications, print design, and digital marketing collateral including social media images.

Noble Product Designer

2021-2022

Noble empowers any company to quickly build, launch, and scale credit products, by providing a complete infrastructure to assess their business customers' creditworthiness.

- Managed and maintained the design system. Improved the existing design system using Figma to create more robust variants and interactive components that could be used for rapid prototyping.
- Designed new feature flows from user requests and created prototypes for presenting new features.
- Presented new flows to the internal team and customers for feedback and made improvements before development hand-off.
- Collaborated closely with developers to verify that new designs aligned with the existing back-end logic to reduce development costs and time.
- QA new features with developers to ensure a quality user experience and matched to the design.
- Shipped the first self-serve features to be released in the SaaS enterprise product suite.

Coinmama Product Designer

2019-2021

Coinmama's mission is to simplify the way the world does cryptocurrency, and to make crypto easy, friendly, and safe for their growing community of 2 million users around the world.

- Redesigned the new user registration process to reduce friction and abandonment occurring where users were required to upload identification documents. This mobile-first design resulted in an increased number of users uploading sensitive documents by 14% and successfully completing the registration process. First time transactions also increased by 5%.
- Designed a modal for "one-click" buying and selling of cryptocurrencies. This modal increased overall purchase volume by 11%, first-time orders and volume by 23%, and increased orders completed by existing users by 9%.
- Collaborated with multiple stakeholders and worked cross-functionally with all departments ensuring that designs reduced user friction, increased user interaction, and contributed to the growth of the company.
- Prioritized and managed simultaneous projects and met critical project milestones and deadlines.

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EDUCATION

Echos Innovation Lab
Design Leadership
2021

Israel Tech Challenge
Full Stack Development
2017

University Of Cincinnati
Bachelor Of Science, Design
2011

LANGUAGES

English (Native)

Hebrew (Intermediate)

HOBBIES

- Cycling (Road, Racing, Gravel)
- Rowing Coxswain
- Fashion Styling

EXPERIENCE (CONTINUED)

JOANN Fabric and Craft Stores

2014-2016

Product Designer, Craft & Queue Product (Hard Goods)

JOANN is the United States' leading fabric and craft specialty retailer featuring competitively priced merchandise used in sewing, crafting and home decorating projects, including fabric, notions, crafts, frames, paper crafting supplies, artificial floral, finished seasonal and home decor items.

- Managed the design and development process for private brands from concept to production and shipping.
- Conducted product and market research to identify seasonal trends and best practices. Presented data to management and cross-functional team members.
- Created color and graphic direction for product lines. Designed all the graphic assets for the product assortment and led the development process through to production, with close attention to details.
- Communicated complex conceptual ideas and designs to manufacturers in multiple Asian countries.
- Collaborated with cross-functional team members to ensure deadlines were kept and that issues were dealt with swiftly to minimize financial penalties.

White House Black Market

2012-2014

Technical Designer, Product Developer (Sweaters)

White House Black Market is a multichannel women's fashion retailer that creates collections of versatile, modern pieces, committed to exceptional customer service and expert styling advice, and dedicated to providing everyday luxury for on-the-go, multifaceted lives.

- Integral member of the front-end design team responsible for turning design concepts into real products.
- Analyzed user reviews from previous products and used this feedback to advise the design team for technical improvements to future designs.
- Managed the development process for product samples by sending detailed design packets to manufacturers in Asia using industry specific prototyping technology.
- Liaised between the designers and manufacturers to address any development issues related to cost or construction throughout the process.
- Assisted with product revisions, and continued as the intermediary communicator and developer, until the product went into final production.