Sierra Willenburg

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Professional Summary

Project and product leader experienced in guiding cross-functional teams from ambiguity to clear direction. I lead strategy definition, research, and planning efforts that reduce risk, align stakeholders, and drive measurable outcomes.

Authorized to work in the US for any employer

Work Experience

Lead UX Strategist

Truematter-Remote
May 2025 to Present

Lead client projects, defining strategy and activities for user experience work.

Manager of Product Design

DealerOn, Inc.-Remote
October 2021 to April 2025

- Grew a team of 3 to a team of 5 and hired the company's first UX researcher
- Advocated for user-focused research, enabling data-driven decision-making in design projects
- Established and refined project intake process
- Nurtured a culture of teamwork, respect, & curiosity

Senior Product Designer

DealerOn, Inc.-Remote
February 2021 to October 2021

Led navigation redesign efforts for legacy software

UX Designer

SmartBear-Somerville, MA
May 2018 to February 2021

- restructured the information architecture for SmartBear's ReadyAPI product streamlined new user onboarding
- collaborated with UI designers and developers to implement changes
- collected user feedback on these updates

UX Designer

Kitewheel-Boston, MA
July 2017 to May 2018

- UX team of one

- Led design efforts for adding dashboards to the product
- User research and persona creation

UX Designer (Contract)
BEAM Interactive & Relationship Marketing-Boston, MA
March 2017 to May 2017

UX Designer/Developer (Freelance)
Ideometry-Boston, MA
October 2016 to December 2016

Digital Designer
kor group-Boston, MA
July 2016 to October 2016

Experience Designer
Digitas-Boston, MA
March 2015 to July 2016

- worked on a team to create concept of budgeting tools for Bank of America
- worked on simplifying complex financial data and conducting usability testing to ensure user-friendly interfaces
- Mapped user journeys and engagement strategies for Veritas Genetics, optimizing the onboarding process

Cross Media Designer
Boston Globe Media Partners-Boston, MA
December 2014 to March 2015

- Design for web advertisements and landing pages

UX Architect/UI Designer
Boston Financial Data Services, Inc-Quincy, MA
November 2012 to June 2014

- Design for white label financial apps

Education

New Media (Bachelor of Arts)
Lyndon State College-Lyndonville, VT
September 2010 to May 2012

Graphic Design (Associate's Degree)
Community College of Vermont-Montpelier, VT
September 2007 to May 2009

New Media (Bachelor's degree)

Skills

- Communication skills

- Continuous improvement
- Stakeholder negotiation
- Active listening
- Requirements Gathering
- Project performance metrics
- Cross-functional collaboration
- Data-driven decision making
- Digital design
- Microsoft Word
- Management
- Slack
- Adobe Creative Suite
- Cross-functional communication
- Jira
- Achieving project delivery timelines - Shortest project delivery timeline achieved (Less than 3 months)
- Decision making
- UI
- Hybrid methodology
- Stakeholder expectation management
- Mentoring
- Pet care
- Information Architecture
- Figma
- User Interface (UI)
- Illustration
- Adobe Photoshop
- Usability
- Productivity software
- Requirements gathering
- Wireframing
- Project team debriefing
- Research
- Computer operation
- Project monitoring
- Supervising experience
- B2B
- Project scheduling
- Staffing management
- Project dashboards
- Outdoor work

- AI
- Responsive web design
- Art direction
- Sketch
- Regular stakeholder meetings
- Stakeholder feedback mechanisms
- Stakeholder relationship building
- Product development project management
- Project planning
- Natural language processing
- Go-to-market strategy
- CRM system proficiency
- Key Performance Indicators
- User research
- Status Reporting
- Project stakeholder communication
- Interactive games facilitation
- Team development
- Stakeholder management
- Project management in technology
- Adobe After Effects
- Excel data analysis
- Project management - Project management experience (Less than 1 year)
- Microsoft Office
- Project communication management
- Adobe Illustrator
- Microsoft Teams
- CSS
- Project reporting
- Financial services
- Zoom
- Leadership
- Organizational skills
- monday.com
- Teamwork
- UX
- Google Meet
- Lean
- Project leadership
- Graphic design

- Trello
- Managing business operations teams - Largest business operations team managed (6-10 members)
- Research and development project management
- New product launch experience
- Google Workspace
- Adobe InDesign
- JavaScript
- Managing business operations budgets - Largest business operations budget managed ($1-$100,000)
- Conflict resolution
- Project milestone reporting
- Microsoft Excel
- Stakeholder engagement
- WCAG
- SaaS
- HTML5
- Agile
- Information architecture
- Digital Design
- Auto Layout
- Time management
- User Experience (UX)
- Adobe XD
- WordPress
- Scope management
- Project resource management
- Microsoft PowerPoint
- Project task coordination
- Team management
- Resource allocation (project management tasks)
- Computer literacy

Languages

- English - Fluent

Links

http://sierrawillenburg.com

Certifications and Licenses

IBM Product Manager by IBM & SkillUp on Coursera
January 2026 to Present

IBM Enterprise Design Thinking Practitioner
September 2023 to Present

UX DESIGN PRINCIPLES FOR AR & VR
August 2020 to Present

Issued by Emeritus

Driver's License

Groups

Affirming Spaces Project
November 2024 to Present

Affirming Spaces Project works to provide training to organizations to ensure they are gender-affirming spaces.

I volunteered on projects including:

- community partner renewal outreach
- software audit and recommendations
- new partner updates workflow optimization

Hexagon UX Boston Chapter
January 2020 to July 2022

Volunteer role

Hexagon UX is a professional organization focused on empowering women and gender non-conforming people in the UX and tech industry.

I participated in organizing and running several mentorship cohorts for UX professionals.