

Sierra Willenburg

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Professional Summary

11+ years of UX experience, with 3.5 years in a design management role. People-centered innovation.

Authorized to work in the US for any employer

Work Experience

Lead UX Strategist

Truematter-Remote

May 2025 to Present

Lead client UX 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
- Natural language processing
- User research

- Interactive games facilitation
- Requirements Gathering
- Team development
- Adobe After Effects
- Project management
- Digital design
- Microsoft Office
- Adobe Illustrator
- Management
- Adobe Creative Suite
- CSS
- Financial services
- UI
- Leadership
- Organizational skills
- Mentoring
- Pet care
- Information Architecture
- Teamwork
- Figma
- User Interface (UI)
- Illustration
- Adobe Photoshop
- UX
- Usability
- Graphic design
- Productivity software
- Adobe InDesign
- Requirements gathering
- JavaScript
- Wireframing
- Research
- Computer operation
- Microsoft Excel
- WCAG
- SaaS
- HTML5
- Agile
- Information architecture
- Supervising experience

- Digital Design
- Auto Layout
- B2B
- User Experience (UX)
- Adobe XD
- WordPress
- Staffing management
- Outdoor work
- AI
- Responsive web design
- Team management
- Art direction
- Sketch
- Computer literacy

Languages

- English - Fluent

Links

<http://sierrawillenburg.com>

Certifications and Licenses

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.