

Sierra Willenburg

UX STRATEGY • DESIGN OPERATIONS

East Kingston, NH

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CORE SKILLS

UX Strategy

User Research

Design Systems

Information Architecture

Usability Testing

Stakeholder Alignment

Cross-functional Leadership

WCAG Accessibility

TOOLS

Figma

Figma Make

Miro

Claude

ChatGPT

Jira

Monday.com

Confluence

Google Data Studio

CERTIFICATIONS

IBM Product Manager Certificate

IBM & SkillUp on Coursera · Jan 2026

IBM Enterprise Design Thinking Practitioner

Sep 2023

UX Design Principles for AR & VR

Emeritus · Aug 2020

EDUCATION

BA, New Media

Lyndon State College
2010 – 2012

AS, Graphic Design

Community College of Vermont
2007 – 2009

VOLUNTEERING

Nov 2024 – Present

Affirming Spaces Project

Partner outreach, software audit, and workflow optimization for a gender-affirming workplace training org.

Jan 2020 – Jul 2022

Hexagon UX Boston

Organized and ran mentorship cohorts for UX professionals.

PROFESSIONAL SUMMARY

UX strategist and project leader with 11+ years of experience in SaaS, websites, and apps. I guide cross-functional teams from ambiguity to clear direction by defining strategy, leading research, aligning stakeholders, and delivering measurable outcomes. I combine deep UX expertise with hands-on AI experience to reduce risk and build products that work for real users.

WORK EXPERIENCE

Lead UX Strategist

May 2025 – Present

Truematter · Remote

- Led client engagements end-to-end, defining strategy, research approach, and activity sequencing for complex UX and product initiatives
- Led dual-audience discovery for a retail leasing company's website rebuild, running a design sprint for shopper users in parallel with usability testing and surveys for leasing-focused visitors; recommendations reduced scope and eliminated unnecessary feature development
- Built a large-scale, high-fidelity prototype in Figma Make for a data center construction PM software company, used in investor demos with major hyperscale cloud providers; used Claude to transform raw client data into realistic prototype content at scale
- Contributed to AI-forward ideation for Lenovo's internal Next UX team, exploring how 20+ fragmented partner tools could be reimaged as a single AI-powered application; designed conversational AI workflows for deal registration and bidding using a chat + skills architecture

Manager of Product Design

Oct 2021 – Apr 2025

DealerOn, Inc. · Remote

- Scaled the Product Design team from 3 to 5, including hiring the company's first UX Researcher, establishing a dedicated research practice across product initiatives
- Led a self-service widget configuration project that reduced Design team support tickets by 72%, coordinating across Product, Engineering, Marketing, Training, and Support through delivery and post-launch reporting
- Redirected an inventory management project using early research to identify the true root cause, delivering a targeted solution with significantly less engineering effort and a 9.4% reduction in Data Support tickets
- Designed and rolled out an updated team project process based on IBM Enterprise Design Thinking, establishing project success metrics, North Star design sprints, and post-launch reporting as team standards
- Led the creation and deployment of the Mobilis design system over 3 years, improving cross-team consistency and design velocity

Senior Product Designer

Feb 2021 – Oct 2021

DealerOn, Inc. · Remote

- Led navigation redesign for legacy SaaS software, working cross-functionally with engineering and product stakeholders

UX Designer

May 2018 – Feb 2021

SmartBear · Somerville, MA

- Restructured information architecture for ReadyAPI, streamlining new user onboarding and reducing friction for a technical developer audience
- Collaborated with UI designers and engineers to implement IA and navigation changes; gathered user feedback to validate outcomes

UX Designer

Jul 2017 – May 2018

Kitewheel · Boston, MA

- Sole UX designer; led design of new dashboard features for a B2B SaaS customer journey platform
- Conducted user research and created personas to inform product direction

Earlier Roles

2012 – 2017

UX Designer (Contract) · BEAM Interactive, Boston

2017

UX Designer/Developer (Freelance) · Ideometry, Boston

2016

Experience Designer · Digitas, Boston · BofA budgeting tools, Veritas Genetics journey mapping

2015–2016

Cross Media Designer · Boston Globe Media Partners

2014–2015

UX Architect / UI Designer · Boston Financial Data Services, Quincy MA

2012–2014