

# Sara Novak

I am a seasoned experience design leader who is passionate about crafting human-centered solutions for maximum business impact and bringing them to market.

IA COLLABORATIVE

## Director, Interaction Design

March 2021 - Present (1 year)

## Associate Director, Interaction Design

August 2018 - March 2021 (2.5 years)

Currently leading the user experience and digital program management disciplines at IA Collaborative and guiding multi-disciplinary project teams of designers, researchers and strategists as they identify user insights, define strategic opportunities and craft innovative solutions for our clients.

- Mentor, evaluate and set tailored goals for team members to drive individual growth and spearhead broader team growth and education initiatives
- Contribute to strategic internal company initiatives, including company-wide operational changes, career path development, and knowledge sharing initiatives.
- Lead project and client teams through the entire product lifecycle: ethnographic research, strategic definition, product design, prototyping, user testing, product roadmapping, and agile-based implementation
- Drive cross-functional collaboration and alignment across large client organizations to create buy-in for strategic initiatives
- Key projects include service design for Airbnb's customer support team, positioning and product roadmap development for Airbnb for Work, strategic visioning and digital transformation for Capital Group, product strategy and product design of a companion app for Eli Lilly, user experience design for a medical device for Eli Lilly, digital experience strategy, design and roadmap for LPL Financial, digital experience design for Schneider Electric

ELEVATE STUDIOS

## Design Director

April 2014 - August 2018 (4 years)

Managed a multi-disciplinary design team composed of UX Designers, UI/Visual Designers, and Content Strategists, leading them to create and execute upon effective digital strategies that align user needs with client business goals.

- Innovated new service offerings based on market need
- Developed UX as a distinctive discipline within the organization, building the team's expertise via recruitment and individual development

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## Mentorship

MIT, IDM Graduate Program  
*Guest Lecturer*

Northwestern University,  
EDI Graduate Program  
*Guest Panelist*

Kellogg School of Management  
at Northwestern University,  
MMM Graduate Program  
*Portfolio Reviewer*

University of Chicago Booth  
School of Business,  
*Adjunct Faculty Coach*

## Expertise

Design Management

Design Thinking

Digital Strategy

Product Strategy

Ecommerce Strategy

User Research

User Testing

Content Strategy

Information Architecture

UX Design

UI Design

UX Writing

Design Systems

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## ELEVATE STUDIOS

### **Design Director (continued)**

- Developed user research and user testing methodologies and practices within the organization
- Led collaboration with front-end and back-end development teams, including the creation and implementation of a new scalable agile process
- Identified opportunities for the effective use of emerging technologies technology such as AI engines and AR to improve or create new user experiences
- Led the ongoing ecommerce marketing and optimization initiatives for the following L'Oéal brands: Giorgio Armani Beauty, Lancôme, L'Oréal Paris, Pureolgy, Redken 5th Avenue, and Yves Saint Laurent Beauty
- Established strong partnerships with the Hanes organization leading to the responsive redesign of the Champion ecommerce site, the creation of a digital custom printing service, and the optimization of the ecommerce experiences for the Hanes, Bali, Playtex, and Maidenform brands

## ELEVATE STUDIOS

### **Art Director**

May 2011 - April 2014 (3 years)

Led the concepting, information architecture, content strategy, copywriting and visual design of websites, mobile interfaces, digital marketing initiatives and branding initiatives.

- Launched award winning global website redesign for Redken 5th Avenue across 20+ countries and regions
- Launched website redesigns for L'Oréal's Kérastase Paris and Biolage brands
- Launched award winning website redesign for online learning company, Connections Academy by Pearson

## ELEVATE STUDIOS

### **Senior Interaction Designer**

November 2009 - May 2011 (1.5 years)

### **Designer**

November 2006 - November 2009 (3 years)

Responsible for the design of websites, landing pages, digital ad campaigns, brochures, brand identities & print collateral.

- Launched award winning website redesigns for Pureology and Milwaukee Tools
- Launched award winning interactive microsite for Navigon
- Additional clients included: Blue Cross Blue Shield, Centro, Comcast, Discover, Tootsie Roll

## EDUCATION

### **Bachelor of Arts**

### **(Graphic Design & English Literature)**

Illinois Wesleyan University

2006