

SARAH STRITTER MURGEL

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Creative, passionate, enthusiastic, accomplished design leader with over twenty years of hands on and strategic experience. Insatiable curiosity, a hunger for learning, and a nose for problem identification and solving. I simply love what I do.

SUMMARY

SUPERPOWERS

- Visioning and Creative Leadership
- UX Strategy and Design
- System Design
- Workshop Facilitation
- Competitive/Comparative Assessments
- Category Analysis
- Trend Identification
- Problem Seeking
- Profile and Journey Work
- Pitch Support and Development
- Narrative and Storytelling
- Agency Translation
- Thought Leadership

VERTICAL EXPERIENCE

- Automotive
- B2B
- CPG
- Education
- Financial Services
- Food & Beverage
- Healthcare
- Media
- Retail
- Technology
- Travel & Hospitality

EDUCATION

BFA, Graphic Design & Communication
Cedar Crest College
Allentown, PA

REFERENCES

Available upon request

WORK HISTORY

SSM CONSULTING

Present

San Francisco, California

Owner, Design Leader

Independent innovation partner, design leader, agency whisperer.

SAPIENT RAZORFISH

2013 – 2019

Vice President, Experience

Executive design leader. Management of the UX practice for the western region. Establish vision and participate in large business development efforts and multiple highly visible, national project initiatives simultaneously. Seek areas to contribute and optimize process, strategy, scope and skills. [Clients include Intel, HPE, Adobe, American Honda Motors, Acura, Kia Motors, Hyundai USA, The USC Shoah Foundation, CompHealth Group, Wells Fargo, and more].

2012 – 2013

Group Experience Director

2010 – 2012

Experience Director

2008 – 2010

Experience Lead

GENENTECH

2004 – 2008

Manager, User Experience and Interface Design (In-House)

Conceptualize, design and produce workflow processes, navigational models, wireframes, functional requirements and visual design for internal and external corporate sites and applications. Conduct and integrate Usability Research. Create guidelines and specifications. Manage team of UX Designers and projects from concept to completion.

OVATION GRAPHICS

1996 – 2008

Owner/Creative Director (Independent)

BEA SYSTEMS

2002 – 2004

Manager, Web Usability & Design (In-House)

GROUNDWELL

2000 – 2001

Senior Visual Design & UX Consultant (Agency)

RENT.NET

1998 – 1999

Senior Web Designer (Start-Up)

CSC HEALTHCARE

1995 – 1997

Senior Graphic Designer (In-House)

GGC&Y ADVERTISING

1994 – 1995

Account Planner (Agency)

FOOTE, CONE & BELDING

1991 – 1994

Account Coordinator (Agency)