




Sarah Pigott


Senior Product Designer

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OVERVIEW

5 years of product design experience leading the end-to-end design process and asking the right questions to navigate complexity and uncover user needs. Specializing in responsive design, internal tools, and enterprise software for e-commerce, renewable energy, and financial services companies. Collaborating cross-functionally to deliver impactful experiences that drive business outcomes.

WORK EXPERIENCE

Tonic • Digital Agency in Denver, CO

UX Designer May 2019-May 2022 • **Senior UX Designer** June 2022-present

Overall Experience

- Successfully distilled product requirements and user goals across 6 client projects and collaborated with stakeholders, product, and engineering, while balancing user needs, tech considerations, and business goals to deliver on time and within budget
- Recognized for strong performance, ability to work autonomously, clear communication, and relationship building; Promoted to senior designer after 3 years
- Fostered company and design team culture as employee numbers grew from 6 to 40
- Selected from a 7-person design team to mentor a new designer for 3 months. Provided guidance and support, resulting in her smooth transition and promotion within 6 months

Client Project Highlights

- Introduced customer Accounts, Shop All, and improved Search to Colorado's largest dispensary retailer that annually serves 1 million customers
- Partnered with Google Nest to redesign and streamline a Community Solar subscription sign-up flow, resulting in 500 new solar subscribers, 1.5 MW of energy production, and \$4 million in lifetime value within 4 days of launch
- Designed proof of concept, playing a vital role in securing a \$6.65 million U.S. Department of Energy grant for the delivery of a major grid efficiency project in the Pacific NW
- Selected by CEO to lead a complete redesign of the agency's marketing website, overseeing the project from concept to launch, resulting in an influx of qualified leads and new business

Georgetown Ministry Center • Washington D.C.

Development Manager and Consultant • Mar 2016 - Oct 2018

- Conducted competitive analysis of donation software, leading a third-party integration and redesigned online donation experience that motivated 500 new donors to give
- Planned and executed complete fundraising strategy for organization with \$600k annual budget

EDUCATION & CERTIFICATIONS

Bachelor of Arts (B.A.) in Communication and Media Studies, University of Tulsa • 2011-2015

User Experience Design, General Assembly Denver • 2018

SKILLS

Design Briefs • UX Workshops • Qualitative and Quantitative User Research • Competitive Analysis • Journey Maps • User Flows • Information Architecture • Design Audits // Wireframes • High Fidelity Mock Ups • UX Writing • Prototypes // Design Critique • Design Presentation • User Testing // Figma • Sketch • Jira // Design Systems • Accessibility • Design Specs // Enterprise Software • SaaS • White Labeling • Data Visualization • Familiarity with HTML, CSS, JavaScript