



Sarah Ables

Product Design Leader

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Work Experience

Wizards of the Coast/Hasbro - UX Principal Designer

March 2024 – September 2024

- Designed and implemented a comprehensive design system that standardized visuals and improved brand consistency across mobile apps, websites, and SaaS platforms.
- Created and tested prototypes, incorporating user feedback to optimize usability and aesthetics for a global audience.
- Led cross-functional workshops aligning design systems with brand goals, resulting in scalable solutions used by product and engineering teams.
- Produced high-fidelity visuals and motion graphics for seasonal campaigns, ensuring alignment with brand identity.

Wizards of the Coast/Hasbro - UX Design Manager

June 2022 – March 2024

- Managed a cross-functional team of designers and researchers, assigning work, providing performance feedback, and hosting design reviews.
- Developed and communicated UX strategy and vision, aligning with business goals and user needs across mobile apps, websites, and SaaS platforms.
- Created frameworks, wireframes, prototypes, and detailed visual mockups to deliver innovative product solutions.
- Scoped requests, prioritized based on business value, and managed the intake process for the UX/UI team.
- Collaborated with engineering, product, and business teams to deliver intuitive and engaging experiences.
- Developed service blueprints, user flows, and prototypes to communicate and validate product ideas.
- Contributed to the development of design guidelines to ensure consistent user experiences across products.

Stellantis (FCA) - UX Design Manager

August 2021 – June 2022

- Led a global team of designers to develop intuitive and innovative user interfaces for web and mobile applications.
- Established a comprehensive design system for seamless integration across platforms, improving efficiency and scalability.
- Facilitated user-centered design workshops, driving customer-centric approaches in product teams.
- Executed all design stages from concept to development, collaborating with cross-functional teams.
- Advocated for accessibility solutions adhering to WCAG guidelines.



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Work Experience

Ford Motor Company - Experience Lead

March 2018 – June 2021

- Managed design efforts for large-scale projects, ensuring alignment with business goals and user needs.
- Designed prototypes and wireframes, iterating on concepts based on customer feedback and usability testing.
- Partnered with product managers and developers to ensure smooth integration of UX solutions into production.
- Led the creation of the Ford Bronco app, showcasing innovative B2C and B2B experiences.

Harman International - UX & UI Designer

June 2015 – March 2018

- Managed and facilitated design workshops to prioritize customer-centric strategies and align feature goals.
- Collaborated with international partners to tailor designs for regional needs, ensuring scalability and global appeal.
- Advocated for accessibility and inclusivity in design, adhering to industry standards and NHTSA guidelines.
- Delivered large scale product from redesign to delivery of Subaru infotainment systems.

Education

Western Michigan University - Bachelors in Fine Arts

January 2019– December 2021

Schoolcraft College - Associates in Computer Graphics

January 2008– December 2010

Technical & Personal Skills

Design Expertise:

UX Strategy, Design Systems Leadership, Visual Storytelling, Wire-framing, Prototyping, Usability Testing, Accessibility Solutions (WCAG), Service Blueprints, Iterative Design Processes, Information Architecture, and Agile Frameworks

Software Proficiency:

Figma (3 years), Sketch (5 years), Adobe Creative Suite (10+ years), Atlassian Confluence (10+ years), Axure RP (3 years), JIRA (6 years), Miro (2 years), Aha! (1 year).

Soft Skills

Team Management, Strategic Leadership, Agile Development Processes, Cross-Functional Collaboration, Workshop Facilitation, Communication, Problem-Solving.

Selected Accomplishments:

- Successfully managed a team of designers at Wizards of the Coast, delivering high-quality UX and UI solutions aligned with business priorities.
- Designed and launched Ford's Bronco app, delivering a seamless experience across mobile and in-vehicle platforms.
- Created and implemented scalable design systems, improving delivery speed and ensuring consistency across products.
- Advocated for and delivered accessibility-focused solutions, enhancing inclusivity across platforms.