

# Sarah Ables

## Product Design Leader

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### Professional Summary

Product Design Leader with 17+ years developing scalable design systems and user experiences across mobile, web, and large-screen platforms. Built flagship products like the Ford Bronco app and Subaru infotainment system, led mentorship programs that scaled design maturity, and stewarded system governance across global teams. Active contributor to design feedback process with visible industry presence and thought leadership, reflecting adaptive resilience, systems thinking, and strategic vision.

### Work Experience

#### Ford Credit Contract - Senior Product Designer

March 2025 – Present

- Led the creation and evolution of scalable design systems, streamlining design consistency and development of design for the post-purchase customer experience.
- Partnered with product managers, engineers, researchers, and stakeholders to define strategic design goals, translating complex requirements into intuitive, accessible digital experiences.
- Championed design centric thinking and best practices across teams, contributing to a culture of innovation, experimentation, and continuous improvement.

#### 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.