

# Sarah Ables

Hello, I am Sarah Ables and I am a senior product design leader with 12+ years experience transforming designs for products across mobile, web, and scalable platforms. I build human-centric design solutions that drive both user engagement and measurable business growth across automotive, fintech, gaming, and enterprise technology sectors.

## Summary

My approach combines strategic vision with hands-on execution while leading cross-functional teams at companies like Ford, Stellantis, Wizards of the Coast, and HARMAN International to implement design systems at scale and ship products that make a real impact. Successfully launching multiple features and products that moved the needle for business metrics while creating seamless, intuitive experiences users love, from connected car platforms to mobile apps and SaaS solutions.

I specialize in building scalable design systems that ensure consistency across complex product ecosystems, championing accessibility and inclusive design throughout every stage of development. My track record demonstrates true industry adaptability while bringing deep expertise in UX and UI design, interaction design, visual design, and cross-functional leadership to solve diverse challenges across sectors.

[sarahables@me.com](mailto:sarahables@me.com)

[linkedin.com/in/sarahables](https://www.linkedin.com/in/sarahables)

[sarahablesdesigns.com](https://www.sarahablesdesigns.com)

## Experience

---

### Senior Product Designer - Ford Credit

Mar 2025 - Present | Remote

- 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. Advocating for accessibility and inclusive design, with experience implementing and promoting industry standards.

- Led the design system build for the Ford Credit Mobile app, consolidating individual per-feature Figma files into a unified, scalable system enabling consistent, high-quality experiences across customer touch points and contributing to Ford Credit's 2025 JD Power Award for U.S. Automotive Financing Satisfaction.
- Applied deep expertise in native iOS and Android patterns to architect mobile experiences that matched platform-specific user expectations, improving feature adoption and customer satisfaction.
- Took the app's design infrastructure from a collection of disconnected files to a complete, maintainable design system, accelerating design-to-development handoff and ensuring visual consistency at scale.
- Incorporated the use of AI tools into my workflow such as Figma Make to create rapid prototyping, Claude to help refine requirements and design guidelines, use LLM to understand personas and learn quickly about customer needs and pain points.
- Measurable impact on onboarding mobile feature, which created a positive experience increasing rates by 50%.

### **Principal UX Designer - Wizards of the Coast**

Mar 2024 - Sept 2024 | Remote

- Architected a comprehensive design system that standardized visuals and unified brand consistency across mobile, web, and SaaS platforms while reducing design friction and accelerating delivery across product and engineering teams.
- Designed and iterated on high-fidelity prototypes, incorporating user feedback loops to optimize usability and aesthetics for a global audience.
- Facilitated cross-functional workshops to align design systems with business and brand goals, producing scalable solutions adopted across product and engineering organizations.
- Produced high-fidelity visuals and motion graphics for seasonal campaigns, maintaining rigorous alignment with brand identity and creative direction.
- Partnered with cross-functional teams to drive key feature development across platforms, from early concept through successful launch.
- Applied strategic thinking and business acumen to prioritize high-impact projects, ensuring design decisions translated directly into measurable product

outcomes

### **UX Manager - Wizards of the Coast**

Jun 2022 - Mar 2024 | Remote

- Led a cross-functional team of designers and researchers, including overseeing work allocation, performance development, and design reviews to consistently deliver high-quality UX outcomes aligned with business priorities.
- Defined and championed UX strategy and vision across mobile, web, and SaaS platforms, ensuring alignment between user needs and business goals at every stage of the product lifecycle.
- Produced frameworks, wireframes, prototypes, and high-fidelity mockups to drive innovative, well-validated product solutions from concept to delivery.
- Owned the team's intake process end-to-end including, scoping requests, evaluating business value, and prioritizing work to keep the team focused on the highest-impact efforts.
- Partnered closely with engineering, product, and business stakeholders to translate complex requirements into intuitive, engaging user experiences.
- Created information architecture diagrams, user flows, and prototypes to communicate product vision, validate concepts early, and build cross-team alignment.
- Established and maintained design guidelines that ensured consistency, quality, and coherence across all products and platforms.
- Drove strategic planning for digital experiences across a multi-platform product portfolio, balancing long-term vision with near-term execution.

### **UX Manager of Mobile & Web - Stellantis**

Aug 2021 - Jun 2022 | Remote

- Led a global team of designers in crafting intuitive, innovative user interfaces across web and mobile platforms — setting a high creative bar while fostering a collaborative, feedback-driven team culture.
- Served as the UX owner across mobile and web channels connected apps, driving end-to-end design decisions from discovery and strategy through final delivery and iteration.

- Architected a comprehensive design system that unified visual language and interaction patterns across platforms, significantly improving design efficiency, scalability, and cross-team consistency.
- Facilitated user-centered design workshops with product and business stakeholders, embedding customer-centric thinking into the team's process and ensuring user needs stayed central to every product decision.
- Owned the full UX lifecycle from initial concept, research, and wireframing through high-fidelity prototyping, usability testing, and handoff to engineering and collaborating closely with cross-functional partners at every stage.
- Championed accessibility as a core design principle, leading the team in implementing solutions compliant with WCAG guidelines and raising the inclusivity standard across all digital products.
- Defined and maintained UX standards, patterns, and best practices across mobile and web, ensuring a cohesive, high-quality experience regardless of platform or product team.
- Partnered with engineering and product leadership to align design timelines with development cycles, reducing handoff friction and keeping projects on track at scale.

### **Design Lead, FordPass - Ford Motor Company**

May 2019 - Jun 2021 | Remote

- Conceived and delivered the Ford Bronco native app from the ground up while navigating a large, complex organization to align outside vendors, internal stakeholders, and development teams around a unified, customer-focused vision.
- Drove the full product design lifecycle from initial concept through launch, leading multiple rounds of iteration informed by usability studies, cross-functional feedback, and stakeholder input at every stage.
- Conducted extensive in-field and market research to uncover and define user requirements, directly shaping both product development priorities and go-to-market strategy.
- Produced a comprehensive suite of UX deliverables which included detailed wireframes, user flows, and high-fidelity mockups that clearly communicated design intent to stakeholders and engineering teams, keeping everyone aligned through a complex build.

- Established customer and experience metrics using both qualitative and quantitative data, creating a measurable framework to evaluate design decisions and validate product direction throughout development.
- Served as the design voice in cross-functional conversations, bridging the gap between business goals, technical constraints, and user needs to ensure the final product delivered on all fronts.

### **Senior UX & UI Designer, FordPass - Ford Motor Company**

Mar 2018 - May 2019 | Taylor, MI

- Served as Senior U I& UX Designer on FordPass Product Innovation Team, a fast-moving, cross-functional team chartered with exploring and validating emerging technologies across a wide range of platforms and product concepts.
- Rapidly prototyped new ideas and experiences across mobile, web, and emerging platforms to solve problems and translating early-stage concepts into tangible, testable prototypes that demonstrated real value to stakeholders and leadership quickly.
- Collaborated closely and iteratively with development teams throughout the design process, ensuring concepts were technically grounded and could move fluidly from idea to proof-of-concept without losing momentum.
- Produced wireframes, high-fidelity mockups, and stylized visual graphics to communicate design vision across diverse project types while adapting style and fidelity to match the needs of each sprint or stakeholder audience.
- Drove user-centered design decisions through continuous user research and usability studies, using qualitative and quantitative feedback to sharpen product direction and validate innovation concepts before significant investment was made.
- Operated across a broad and constantly shifting project portfolio quickly context-switching between platforms, problem spaces, and product types while maintaining a consistently high standard of design quality.
- Championed rapid prototyping as a core methodology, helping the team move faster from hypothesis to validated solution and enabling stakeholders to see, feel, and react to ideas early in the process.

## **Interaction & Visual Designer, Connected Car UX - HARMAN International (Full-time + Contract)**

Jul 2015 - Mar 2018 | Novi, MI

- Facilitated design workshops with cross-functional and international stakeholders, aligning teams around customer-centric strategies and driving clarity on feature priorities across global product initiatives.
- Partnered with international teams to tailor designs for regional markets, balancing local needs with scalable, globally consistent solutions.
- Championed accessibility and inclusivity as foundational design principles, ensuring all products adhered to industry standards and NHTSA guidelines across every stage of development.
- Owned the full redesign and delivery of Subaru's infotainment system managing the project from initial concept through final launch and earning positive reception from the vast majority of surveyed users.
- Conducted diary studies across diverse customer personas, gathering rich, longitudinal user insights that directly informed design refinements and validated product direction.
- Consistently advocated for design-led improvements, influencing product decisions and elevating the user experience across a competitive, fast-moving industry.
- Developed deep expertise in Android-based in-vehicle platforms, leveraging that knowledge to architect customizable OEM solutions work that directly contributed to winning new business with FCA and expanding the team's client portfolio.

## **Education**

- Western Michigan University - Bachelors in Fine Arts  
January 2019– December 2021
- Schoolcraft College - Associates in Computer Graphics  
January 2008– December 2010

## **Skills**

- UX Strategy & Planning
- Design System Leadership
- Native Mobile App Design
- Cross Platform Design

- AI Workflow In Prototyping
- Visual Storytelling
- Rapid Wire-framing & Prototyping
- Usability Testing, Accessibility for Mobile & Web
- Information Architecture
- Iterative Design Processes
- Team Management
- Strategic Leadership
- Agile Software Development
- Cross Functional Collaboration
- Workshop Facilitation
- Problem Solving

## Accomplishments & Awards

+ 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.

+ Red Dot Award - User Interface Design - Mini Cooper concept vehicle at CES 2018

+ Designed UI,UX for an Android based software to acquire new business - Harman 2018

+ Subaru infotainment re-design 2018