Sarah Stern

Design Research & Strategy Leader

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LEGALZOOM

SR DESIGN RESEARCHER & STRATEGIST Ι 2018 - 2020

Defined research operations program for Legalinc (LegalZoom's Enterprise SaaS offering); includes developing recruiting process/tools, benchmark usability testing, integrating research into product lifecycle, client surveys.

Identified gaps/opportunities to improve member experience for LifePlan (LegalZoom's Enterprise employee benefit offering); methods include field research, user interviews, surveys, ux audits and blueprints, reviewing analytics, collab w/customer care and sales.

Drove projects to grow LifePlan member engagement by implementing email lifecycle program, resource center and content strategy, and direct mail campaigns.

PHILOSOPHIE

SR PRODUCT STRATEGIST Ι 2017 - 2018

CAPITAL GROUP *Project Lead, Client Engagement*
- Client Goal: Create a digital guide to volatile markets for Financial Advisors
- Created personas, strategy deck and content strategy, facilitated cross functional stakeholder brainstorming workshops, collaborated with in-house user research team

MEUNDIES *Project Lead, Client Engagement*
- Client Goal: Familiarize cross functional team with product development process
- Facilitated design sprint, conducted usability test, conducted user interviews and tested prototypes, delivered executive project presentation

LOOT CRATE

DIRECTOR, CX RESEARCH, INSIGHTS & STRATEGY Ι 2015 - 2017

Gained executive buy-in and peer support for CX initiatives by developing a deep understanding of our members and business challenges, priorities and goals.

Established and grew Voice-of-Customer program, incl. satisfaction surveys, cancellation surveys, monthly member panel and website intercept; implementation of Qualtrics survey platform to support the program.

Oversaw the development of research-driven internal frameworks/design tools, used to help stakeholders make customer-centric and data informed decisions about product curation and digital product experience.

Partnered with executive leadership and people operations to apply design thinking to employee experience initiatives (employee feedback, org design, workspace planning).

ADDITIONAL EXPERIENCE

DIRECTV Ι EXPERIENCE STRATEGY LEAD Ι 2012 - 2015

Led customer innovation projects across the organization, including a next generation entertainment experience, customer care/problem resolution and brand strategy.

AT&T INTERACTIVE Ι HUMAN FACTORS ENGINEER Ι 2010

Led UX projects for Yellowpages.com, including redesigns of homepage, navigation, detail pages and B2B account management dashboard.

DISNEY PARKS & RESORTS Ι INFORMATION ARCHITECT Ι 2008 - 2012

Balanced guest needs with business goals, complex business rules and technical capabilities to create intuitive design solutions; focused on e-commerce and content heavy sites.

ACHIEVEMENTS

- Increased LegalZoom LifePlan member activation by 60%
- Established UX research/strategy practice at Loot Crate; grew team to 8 people
- Active member of the LA design and research community; organized and spoken at multiple events

SKILLS

- Facilitation + workshop design
- Team building + coaching
- Opportunity analysis
- Visualizing complex systems/process
- Field research/ethnography
- User interviews/IDIs
- Usability testing
- Service blueprinting
- Empathy maps/personas
- Customer journeys
- Survey design + Voice of Customer
- Research operations

EDUCATION

UCLA 2008
Masters, Library and Information Studies

Skidmore College 2002
BA, Sociology

PROFESSIONAL ACTIVITIES

PMALA 2018
Speaker "Service Blueprinting Workshop"

World IA Day 2017
Speaker "Team Safety"

LA Service Design Meetup 2016
Panelist "The Future of Designing for the Customer"

INFS 282 UCLA (Design as Research Method) 2015
Guest Lecturer