

Paige Saez

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4536 Whitecliff Way, Richmond, CA 94803 | 971-227-4384

EXPERIENCE

Principal Product Designer | All Turtles

Remote | 2019 – 2022

Produced a multi-brand responsive, accessible component-based design system to reduce design and development costs. Redesigned the company-wide recruiting service; reduced the number of days to hire, and established new success benchmarks. Promoted from Senior User Researcher to Principal Product Designer. Led product design for the following companies to define and launch MVPs and iterations:

Surfboard– Led product discovery, definition, and design for the MVP launched in July 2021. Defined UX vision and core engagement loop; achieved the business goal of launching in under six months.

Carrot Fertility – Led product discovery, and definition for the member experience redesign in 2019. Launched additional new product lines. Founded the content design team. Mentored junior product and content designers, and performed hiring manager duties.

TalktoSpot – Led user research & strategy. Presented findings in quarterly product definition workshops resulting in customer-driven solutions. Introduced a repeatable UXR program, recruited customers, retargeted requirements and product vision to impact broader market space via customer and market research.

Lead Product Designer | Cisco

San Jose, CA | 2017– 2019

Led ongoing product discovery workshops and quarterly inter-departmental design sprints with customers. Produced an inspiring north-star product vision prototype shared by leadership globally. Created user flows, wireframes, and final designs to help explore concepts, drive research, and validate alignment between user needs and business goals. Managed a team of three.

Lead Product Designer | Honeycomb

San Francisco, CA | 2017

Guided product strategy, including discovery and definition, through user research, to validate hypothesis-driven product exploration. Created user flows, wireframes, final designs, and prototypes for product iterations.

UX Design Director, Curriculum Design Lead | Designlab

Remote | 2015 – 2017

First employee. Created the flagship Bootcamp program UX Academy and a new revenue stream. Increased new student enrollment by 5x revenue per student, resulting in a 10x increase in total annual revenue. Defined internal team processes and managed contract and vendor resources. Led company-wide rebrand in 2017. Built and managed a remote three-person product design and content team.

Senior UX Designer | Tangible UX

Mountain View, CA | 2013– 2015

Multiple contract roles with Intuit, Seagate, and Lattice. Embedded onsite with product development teams for long-term engagements. Established product strategy, including discovery and definition through user research with customers. Created UX and visual design deliverables to explore concepts, drive research, and production-ready designs.

Senior UX Designer | Hot Studio

San Francisco, CA | 2013 – 2013

Led discovery and definition for product feature sets to launch MVPs and inform further iterations. Turned concepts and ideas into product designs that addressed strategic and tactical goals and met end-user needs. Partnered with stakeholders to lead teams in product strategy and iterations.

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Co-founder, UX Director | Makerlab

Portland, OR | 2007 – 2012

Led strategy and design for numerous clients including IFTTT, Avatron, Meedan, Yammer, and Citibank.

Creative, Interactive Strategic Planner • Wieden + Kennedy

Portland, OR | 2008 – 2010

Strategy, design, and research for brand, marketing, and product initiatives. Sole interactive strategist serving all accounts of W+K Portland covering Nike, Old Spice, Coca-Cola, EA, Laika, and Procter & Gamble.

Interaction Designer | Planet Argon

Portland, OR | 2007 – 2008

User experience design, information architecture, visual design, and content design for early-stage web and mobile product companies including Alphaclone, Contiki, and Zipcar.

EDUCATION

MFA Visual Studies

Pacific Northwest College of Art | Portland, OR

BS Architecture

Portland State University | Portland, OR

BFA Art + Design

Alfred University | Alfred, NY

SKILLS

Product Leadership, Product Design, Design Systems, B2B, B2B2C, Enterprise Design, User Research, Usability Testing, Mobile Web, Platform Design, Web Design, User Interface Design, User Experience, Content Strategy, Content Design

SOFTWARE

Figma, Sketch, Principle, Framer, Origami Studio, Framer, HTML/CSS, WordPress, GitHub, Asana, Webflow, and Adobe CC.