

# SARA EIDELSHTEIN

PRODUCT  
DESIGN LEAD

## HOLISTIC DESIGN

Problems today are more complex. I approach design holistically- always keeping business value, sustainability, accessibility, inclusivity, and craft top of mind.

## HARD SKILLS

Figma

Adobe CC

Prototyping

UX Research

HTML & CSS

Bootstrap

Reduce paper waste, view my [Soft Skills here.](#)

## EXPERIENCE

### SENIOR PRODUCT DESIGNER [GrubHub](#) | June 2021-Present

Responsible for university campus partner B2B management tool, designed new B2C solutions for hospitality sector, continued design for robot delivery B2B/B2C solutions on campuses, implementing design systems at scale and creating organizational structure for the campus design team.

### PRODUCT UX/UI DESIGNER [QEDIT](#) | March 2019-May 2021

Focused on privacy-enhancing technologies across various enterprise applications and end-to-end products. Creating user experiences in the areas of blockchain and centralized systems. Significant work in data visualization, analytics, dashboard design and in building hi-fidelity prototypes for investor and customer buy-in.

### PRODUCT UX/UI & MARKETING DESIGNER [MutualArt](#) | July 2018- March 2019

Building features for the MutualArt site from concept to development and iterations. Developed a new product for analytics in the art market based on art lot history. Continual development of features to increase customer retention and market to new customers.

### PRODUCT UX/UI & MARKETING DESIGNER [IT Central Station](#) | May 2017- July 2018

Led product management, design, and product marketing. Developed new features and improved site platform used to gather user reviews for enterprise software.

### PRODUCT MARKETING DESIGNER [Ceremonie Tea](#) | 2017

Design graphic materials for web and print in line with company branding.

### MARKETING DESIGNER [Shalva National Center](#) | 2016-2017

Support marketing efforts of the non-profit organization by designing marketing web and print materials.

### PRODUCT UX/UI & MARKETING DESIGNER [Teatree Design](#) | 2011-2021

Freelance designer and consultant with focus in UX/UI auditing and branding.