Sara Eidelshtein / Product Design Lead

Product design leader crafting holistic and sustainable solutions for complex problems

www.teatreedesign.com
LI: https://shorturl.at/kqHX8
sara@teatreedesign.com

EXPERIENCE

SENIOR PRODUCT DESIGNER / GrubHub • 06/2021 - Present

• Led B2B menu tool redesign, boosting user engagement by 88% and slashing support actions by 20%, with a 50% reduction in support tickets, saving 111 hours/month, and $32K annually

• Developed B2B user personas/types, guided MVP design, and drove product enhancements through significant user research

• Designed mobile and desktop solution for B2C/B2B hospitality new vertical, securing partnerships with major brands, scaling from 30 pilot properties to 1,513 hotels, and increasing GH+ signups by 25%

• Directed design for strategic initiatives including robot delivery and reusable containers

• Guided efficient product development using design thinking, implemented scalable systems, and mentored junior designers

LEAD PRODUCT UX/UI DESIGNER / QEDIT • 03/2019 - 05/2021

• Led design efforts in privacy-enhancing technologies across diverse enterprise applications and end-to-end products, specializing in blockchain and centralized systems

• Crafted user-centric experiences, particularly focusing on data visualization, analytics, and dashboard design

• Created hi-fidelity prototypes to secure investor and customer buy-in, driving product strategy and roadmap, leveraging expertise in user research and iterative design to inform decision making

• Collaborated closely with cross-functional teams to ensure alignment with business objectives and deliver innovative solutions that meet user needs effectively

LEAD PRODUCT UX/UI DESIGNER / MutualArt • 07/2018 - 03/2019

• Conceptualized and implemented features for the MutualArt platform, enhancing search and discovery functionality and elevating customer retention to 2 million monthly users.

• Introduced innovative analytics product in the art market, harnessing art lot history data to deliver insights to collectors and stakeholders

PRODUCT UX/UI DESIGNER / PeerSpot • 05/2017 - 07/2018

• Hired as marketing designer but was offered position in product management and design by CEO shortly after starting

• Directed end-to-end design, and marketing initiatives for a platform dedicated to aggregating user reviews for enterprise software, driving substantial improvements in user engagement and platform expansion to ~500K users

• Fostered collaboration with cross-functional teams to ideate, develop, and deploy new features

MORE EXPERIENCE

• UX Consultant for VC / 2024

• Product UX/UI & Brand Designer at Teatree Design / 2011-2021 (Independent Contractor)

• Product Marketing Designer, Ceremonie Tea | 2017

• Marketing Designer, Shalva National Center / 2016-2017

EDUCATION

Interaction Design Foundation
Machon Lander
Asheville-Buncombe Technical College

SKILLS

COMPETENCY
Product design
Interaction design
Strategy and product visioning
Systems design
Leadership and mentorship

UX RESEARCH
UX Research
Data analysis
Design thinking
Wireframing
Prototyping
Usability testing
Personas/user types

TOOLS
Figma
Adobe Creative Suite
GSuite
Bootstrap /HTML /CSS

HIGHLIGHTS

• Fundraising for Women Wage Peace in honor of Vivian Silver

• Spearheading community garden in Jaffa to foster collective responsibility and cross-cultural interaction