

Sarah R. Sherman

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Product leader who identifies and solves problems with a forward-looking, user-focused approach and an omnichannel mindset

Work Experience

Oportun

Sept. 2019- Present

Lead Design Strategist

Responsibilities: Lead critical UX research efforts across existing products and upcoming initiatives

Accomplishments:

- Lead all user research for the beta launch of the Oportun native mobile app. After 8 months in production, ~70% of users make at least one payment in app. 90% of this group has made multiple in-app payments. Continue to lead research post-launch.
- Design and execute Oportun's first user research program on its online loan application. Ahead of the first frontend design update in 5 years, delivered critical research feedback to ensure designs reflected user behavior and needs.
- Lead the first research efforts to gather feedback on internal systems. Working collaboratively with the Collections teams, identified critical improvements that could reduce agent error and exposure to regulatory fines by 30%.

GEICO

June 2015 – Aug. 2019

Senior Digital Designer II

Responsibilities: Lead UX research and design efforts for conversational and voice-based applications

Accomplishments:

- Created user-focused conversational experiences, based on qualitative and quantitative data, that improve critical self-service metrics for the geico.com chatbot and GEICO Mobile app

Senior Systems Analyst II

Responsibilities: Build and launch a suite of conversational, AI-based 'Kate' applications that are cost-effective and provide a unique customer experience; own key aspects of each application

Accomplishments:

- Led metrics efforts across two 'Kate' applications. Defined measures of success to compare 'Kate' applications to legacy applications via production A/B tests, ensuring that key stakeholders could determine overall cost benefit to the enterprise.
- Reported metrics on to the 'Kate' conversational approach and created understanding regarding where customers struggle with the app. Enabled app teams to make strategic changes, and ultimately more quotes and sales than legacy applications.

DC Office of the State Superintendent of Education (OSSE)

Aug. 2013 - June 2015

Analyst

Responsibilities: Work with schools and care centers to collect student data efficiently and accurately

Accomplishments:

- Successfully launched automated data collection across 60 DC schools. Improved accuracy of data collection while creating a viable long-term automated solution for reporting student data.
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Skills and Tools

Card sorting and tree testing; journey maps; service blueprints; moderated and unmoderated user testing; user interviews; competitor research; Figma; Dovetail; usertesting.com; Birst; Google Analytics

Education

University of Michigan School of Information

Awarded April 2013

- Master of Science in Information, focus on User Experience Research

University of Maryland, College Park

Awarded December 2008

- Bachelor of Arts in English Language and Literature, Minor in Spanish