

SADIE JOODAKI



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USER EXPERIENCE DESIGN LEAD

Innovative Solutions Building & Evolving Large Scale Platforms

PROFILE

Hands-on user experience Lead with knowledge of all aspects of User Experience. **Able to strategize and very good at managing details.**

Successful at directing UX effort, coming up with innovative ideas and conducting design thinking workshops. Focus on understanding the **whys** and **business objectives** and finding intersections with user needs to create solutions that delight both users and businesses.

Significant contributions toward broad range of consumers, enterprise products, SaaS - consumers, enterprise and SaaS products, and digital transformation of businesses. Successful design approaches for web, mobile devices and cloud-based services and applications.

CRITICAL SKILLS

USER EXPERIENCE DESIGN | VISUAL DESIGN | JOURNEY MAPPING | WIREFRAME | PROTOTYPES USABILITY TESTING | UX WORKFLOW | DATA VISUALIZATION | DIGITAL TRANSFORMATION STRATEGY | COMPETITIVE ANALYSIS | SAAS | CRM MENTORSHIP | LEADERSHIP | EMOTIONAL INTELLIGENCE | COLLABORATION

EXPERIENCE

Product & XD Strategy Leader | *Best Buy* | May 2021 to now

UX Design Manager | *Avanade* | Feb 2018 to Jun 2020

Contributed to sales and revenue building. Led, managed, and mentored UX Designers. Facilitated LUMA workshops, usability testing and user research. Provided competitive analysis, heuristic evaluations, and innovative solutions for clients. Worked with industries such as oil and gas, food and services. Supported clients through industry research and cross-functional collaboration on discovery, planning and execution phases.

- Chevron - Supply Chain: allowing visibility to the entire supply chain, managing inventories and access to various analytics.
- Walmart - Assortment: data integration and assortment decisions leveraging loyalty data and predictive and prescriptive analytics.
- Coca Cola: digitizing Freestyle sale process and CRM in salesforce environment; ○ Wellington: providing an interactive data visualization solution for analyzing and managing data.

UX Lead | *IBM Interactive Experience* | Jun 2012 to Feb 2018

Contributed on sales and revenue building. Led and mentored UX Designers. Facilitated IBM Design Thinking workshops, usability testing and user research. Provided competitive analysis, heuristic evaluations, and innovative solutions for clients. Worked with industries such as supply chain management, banking and insurance. Supported clients through industry research and cross-functional collaboration on discovery, planning and execution phases.

- Jabil's SaaS applications - Supply Chain: allowing visibility to entire supply chain, managing inventories and access to various analytics.
- SunTrust employee portal system: allowing branch managers and agents to collaborate and access the right resources to address clients' needs

UX Lead | *IBM Interactive Experience* | Continued:

- Otsuka: allowing users to manage and monitor their at-risk constituents.
- Worked as strategy consultant for nonprofit organizations improving online presences facilitating and running UX, social media, and digital marketing strategy workshops as part of IBM Corporate Citizen and Corporate Affairs impact grants.
- Notable nonprofits included: United Way of Vermont & Florida, Global Kids, Cincinnati Children Hospital, Greenville Technical College, Every Voice Engaged, Junior Achievements of Indiana, Food Bank of Westchester, SMART, Mobil Loaves and Fishes, Urban League, Youth Service of America, and others.

User Experience Designer | *Shanghai Jiao Tong University* | Summer 2009 – Summer 2011

Intern for department of design & media providing information visualization systems to analyze US import and export of goods, data, and services.

System Programmer | *Telecommunication Company of Tehran* | Aug 2000 - Aug 2004

Front end development for company customers enabling access to their data. Managed database administration and design.

EDUCATION

Master of Science | *Human Computer Interaction* | Georgia Institute of Technology

Bachelor of Fine Art | *Graphic Design* | Georgia State University

Bachelor of Science | *Computer Software Engineering* | Elmo Farhang

SOFTWARE

FIGMA | SKETCH | AXURE | BALSAMIQ | ADOBE CREATIVE APPS

AWARDS & ACHIEVEMENTS

US Patent Award | Vehicle Accident Reporting System | 2018

Manager's Choice Award | "Share expertise", "Show personal interest", "Think, Prepare, Rehearse" | 2015, 2017

IBM Patent Award | Vehicle Accident Reporting System | 2016

White House's Volunteer Service Award | Volunteering | 2015

Juried Art Show Award | Georgia State University | 2009

Presidential Award | Georgia State University | 2008