

Emma Sadler

emmaLsadler@gmail.com • <https://www.emmasadler.com> • (917) 495-7252 • New York, NY • </in/emma-sadler/>

Seasoned Product Designer with a robust background in developing and managing comprehensive design systems across various platforms. Proven ability to lead cross-functional teams, streamline design operations, and enhance user experiences through scalable and consistent design solutions. Expertise in UI/UX design, user research, and implementing design strategies that align with business objectives.

Experience

Minoan – New York, NY (Marketplace) – **Senior Product Designer** 04/2025 – present

- Spearheading a complete revamp of Minoan's design system to support scalability and cross-platform consistency across web and mobile. Aiding also in scalability for the utilization of AI tools.
- Leading initiatives across growth, product, and engineering teams to improve user experiences through research-driven design.
- Delivering high-impact mobile and desktop interfaces that align with both business and user goals.
- Design and develop better user experiences for acquisition, retention, and growth.

Daily Harvest – New York, NY (Ecom, Subscription) – **Product Designer** 01/2023 – 01/2024

- Led the creation of a company-wide design system adopted across teams, improving consistency and development speed.
- Improved UX on customer-facing subscription flows and chatbot interactions, increasing conversion and retention.
- Collaborated with engineering and creative teams to replatform web properties to Shopify, **driving a 4.2% increase** in homepage conversion.

Lunchbox.io – New York, NY (Food Tech)– **Senior Product Designer** 09/2021 – 11/2022

- Built and managed a comprehensive design system from the ground up, resulting in faster design-to-dev handoffs and increased collaboration.
- End-to-end design on the UI/UX of the 2.0 version of their ordering platform, balancing user needs with technical feasibility.
- Mentored junior designers, fostering team growth and design quality.

TESTD – Fort Lauderdale, FL (Healthcare) – **Founding Product Designer** 01/2021 – 09/2021

- Created multi-device component libraries to unify UX and improve development efficiency.
- Delivered end-to-end UX solutions for new product features that contributed to a **9% revenue lift**.
- Collaborated with the CEO and Head of Product to **define business metrics for short- and long-term product goals**.

Contract Work

Verbose – New York, NY (Healthcare, Ecom) – **Email Marketing Designer** 6/2024 – 07/2025

- Work on various transactional, campaign, and flow emails for lifecycle marketing. Help build brand identities through email and design systems. Cross collaborate with strategy, design, and technology for various clients.
- Helped Redbubble in an almost **100% lift in revenue** and purchase from an A/B test for holiday emails.
- Utilized Photoshop generative AI to help fix image backgrounds provided by the brand for emails to aid in creative visuals per request of the client.

Lokum App – Houston, TX (Healthcare) - **Lead Product Designer** 06/2024 – 04/2025

- Built a gamified job search and personalized recommendations for CRNA's. Reworked healthcare partners dashboard, **web based**, to be more inline with the brands mission, voice and practical applications and researched user pain points and needs.
- Helped **increase revenue by 2.3%** through faster shipping of features that were requested by customers.

Ashley Home – New York, NY(Ecom) - **Product Designer** 02/2024 – 04/2024

- Worked on **end-to-end product design** for gift cards that was a net new project for Ashley home. Worked on responsive mobile designs including **email templates, admin portal, and purchasing**. Working cross collaboratively with product managers and engineering. Worked with 2 design systems and created printed graphics for gift cards.

MiJem – Canada (Marketplace) – *UI Designer*

04/2021 – 07/2021

- Worked on end-to-end revamp of their **mobile application**.
- Rebuilt their landing page and **increased conversion 1.2%**.
- Built out their email marketing templates and presentation templates that helped them secure 2 million in investment with new and improved user experiences to help drive customer acquisition.

Emma's Designs – New York, NY (Various) – *Lead Designer*

09/2018 – 01/2020

- Delivered branding and responsive web design solutions for SMBs, with a focus on hospitality and food industries.
- Built CMS-based websites (Wix, Shopify, Webflow) that improved customer acquisition and engagement.

Personal Projects

Taleology – New York, NY (Ecom) – *Product Designer/CEO/Artist*

10/2023 – 07/2025

- My small handmade business where I work on product development, merchandising, social media, customer lifecycle, email marketing and website.
- Familiar with platforms like Etsy + Shopify in building out a store front. Including utilizing CSS for Shopify.

Volunteer Work

Muddy Paws NYC – New York, NY (Non Profit) - *Graphic/ Product Designer*

01/2024 – present

- Maintains HQ digital signage via ScreenCloud and refreshes marketing collateral.
- Redesigning site components hosted on Squarespace to improve usability and branding.

Educational Development

Associate of Arts (AA), Graphic Design: Fashion Institute of Technology (FIT)

User Experience Design Bootcamp: BrainStation **Product Management Course:** BrainStation

My Tool Stack

Adobe Suite (Illustrator, Photoshop, InDesign) | Figma | Builder.io | CMS | Shopify | WordPress | Webflow | Etsy | Customer.io | User Testing | HTML | CSS | Asana | Jira | Shortcut | Fullstory