Sara Joy

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Frisco, TX

EDUCATION

Master of Design
Full Sail University, Florida

Master of Business Administration
Naveen Jindal School of Business, University of Texas, Dallas

Bachelor of Architecture
Kerala University, India

SKILLS

Management
Product strategy
UX process implementation
Stakeholder management
UX evangelization
Team building

UX
Design Thinking
Product Design
Prototyping
Design research
Usability testing
Service Design
Journey Mapping

Design tools
Figma
Adobe products

KEYNOTES
Experience Design 2023, Colorado
Customer Contact Center, Vienna, Austria
Customer Experience, 2023 Vienna, Austria

AWARDS
2020 BEYA Award
2022 AT&T Top Talent

Design leader with 10+ years of experience building enterprise grade digital products and customer experiences. Blending expertise in leadership, design, business and technology to drive business outcomes by making complex products accessible and intuitive.

AT&T

Principal UX Architect   Apr 2024 - present

Led development of an end-to-end AI Experience Blueprint in partnership with executive stakeholders and end users, delivering AI-powered experiences that accelerated revenue growth and cost optimization. Drove a cross-functional AI design and research initiative that uncovered critical experience gaps and triggered a $6M Sales Transformation Initiative, impacting 5,000+ sellers.

Leadership | Product strategy | Process | UX evangelization | Design org building

Associate Director, Head of Product Management   Apr 2021 - Apr 2024

Led enterprise-wide product transformation for AT&T Business, overseeing $27M–$52M in multi-year capital investment. Built and mentored a global team of 10 senior product managers across five domains, establishing multi-year capability roadmaps. Introduced a pod-based operating model and delivered 80+ strategic business capability epics, achieving high adoption and 3× ROI in collaboration with three agile release trains.

Product strategy & vision | Stakeholder management | Process | UX evangelization | Team building

Associate Director, Head of Design   Apr 2019 – Apr 2021

Drove enterprise-scale transformation by embedding human-centered design as a core business capability. Built and led a 24-person global UX organization and trained 450+ technologists in Design Thinking. Delivered experience strategy across an $80M+ digital modernization portfolio spanning 12 enterprise programs, improving operations for 18,000+ employees, reducing cost and complexity, and elevating design to a strategic partner across 10+ business units.

Product strategy | Stakeholder management | Process | UX evangelization | Team building

Lead UX Architect AT&T Business, Digital Experience   Apr 2015 - Mar 2019

Spearheaded the redesign of enterprise billing and reporting platforms for 200,000+ AT&T business customers, to deliver a next-generation billing experience that reduced clicks by 15% and improved usability for enterprise and mid-market customers.

Interaction design | Wireframing | Documentation | Prototyping | Usability testing | Design research

ROCKFISH DIGITAL
UX Architect   Aug 2018 -Mar 2019

Designed digital and e-commerce experiences for high-profile clients including Walmart, MetroPCS, T-Mobile, and Lincoln Motors. Partnered closely with clients, research, design production, and engineering teams to create user-centered solutions.

Interaction design | Wireframing | Documentation | Prototyping | Usability testing | Design research