



Sara Williams

UX/UI Designer

 sara2022.wixsite.com/website

 sara@msswilliams.com

 (206) 963 - 5850

Summary

Empathy-led Senior UX/UI Designer with 5+ years of experience delivering research-driven, accessible products in complex, regulated environments. Currently a Consultant at Deloitte, leading end-to-end discovery, design systems strategy, and cross-functional alignment while championing AI-powered workflows to accelerate delivery, improve quality, and influence product roadmaps.

Experience

Deloitte — Consultant (UX),
Government & Public Services

Oct 2022 – Present

Promoted June 2023

- Led end-to-end UX for complex, compliance-driven products, owning discovery through high-fidelity design and partnering closely with product managers and engineers to shape roadmap priorities and implementation scope.
- Planned and conducted mixed-method research, synthesizing insights into validated interaction designs and prototypes aligned to user needs, accessibility standards, and product goals.
- Owned design system strategy and evolution, building scalable components, patterns, and governance that improved consistency, reduced rework, and streamlined handoff across teams.
- Designed and delivered AI-integrated product experiences and dashboards, while embedding AI into everyday UX workflows (research synthesis, prototyping, documentation, proposal review) to accelerate delivery and elevate design quality.

Product Application Redesign

— Senior UI/UX Designer

(NDA)

May 2025 - Jun 2025

- Senior UX/UI Designer on a 4-person product pod, owning end-to-end UX for core application flows while collaborating with a design manager and peer designers across distinct feature areas.
- Led design of AI-integrated experiences, including an in-app chatbot, partnering with leadership to define interaction patterns and ensure alignment with product strategy and user needs.
- Established the product design system and delivered handoff-ready artifacts (components, tokens, specs, QA standards) to enable scalable development and reduce implementation friction.

Amway — Consumer Product

Research Co-op (Part-time)

Nov 2021 – June 2022

- Conducted generative and evaluative user research to inform product strategy for consumer goods and digital experiences.
- Facilitated human-centered design workshops with cross-functional stakeholders to surface user needs, align on opportunity areas, and prioritize features.
- Produced research artifacts (personas, journey maps, empathy maps) that translated qualitative insights into design requirements and product decisions.

Amway — Human-Centered

Design Intern

Jun 2021 – Aug 2021

- Partnered with product development teams to prototype and iterate new product features informed by user interviews and usability tests.
- Built interactive prototypes and low/high-fidelity mockups to validate concepts with users and stakeholders.

Education

Savannah College of Art and Design

Bachelor of Fine Arts: User Experience Design

Minor in Graphic Design

Awards

The Rookies Draft Selection, International Design Awards, Core 77 Design Award, European Product Design Award, and the Indigo Design Awards

Skills

Design: UX strategy, End-to-end product design, interaction design, design systems, Accessibility & inclusive design (WCAG)

Collaboration: Cross-functional leadership, communication, mentoring, Agile / iterative product teams

Tools: Figma, Jira, Adobe Creative Cloud, Chat GPT, Co-Pilot

Strengths: Problem solving, adaptability, organization, time management, growth mindset