

Sarah LaValley - Senior Product Designer

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Senior Product Designer leveraging a creative and design-oriented approach to develop intuitive and human-centered digital products that enhance customer experiences and contribute to revenue and profit growth within SaaS and web design settings. Proven track record of bolstering end-to-end processes from planning to delivery. Collaborate with cross-functional teams to optimize product flows, enhance usability, and meet user and stakeholder needs. Driven by a passion for transforming complex challenges into solutions while consistently exceeding performance expectations.

Skills: Product Design | Systems Design | Customer Research | Visual & Graphic Design | Customer Experience | Product Functionality | Process Development & Improvement | Cross-Functional Collaboration | Communication | Strategic Decision-Making

Technical Tools: Adobe Creative Suite | Figma

EXPERIENCE

LAVALLEY DESIGN, LLC

2025-2026

Freelance UX/UI and Graphic Design Contracts

Polished the website for the e-commerce platform for Cook's Condiments LLC, added events, consolidated webpages, and added a wholesale portal with specified pricing minimums, user permissions, and a sign up/sign in flow for each B2B client.

Refined the logo and established the brand guidelines for Sassy Pines LLC's candles and home décor. Designed the website for the e-commerce platform with event tracking and sign-up.

Collaborated with the shop owner of Saline Automotive Services to define brand guidelines and enhance the visual identity—refining the website design to improve the user experience and establish a more professional, trustworthy online presence.

Defined the product vision for SeekingSimple's *Digital Pantry Makeover™* self-guided web App. Partnered with the founder and product manager to plan updates and enhancements, transforming a previously human-guided experience into an effective, self-directed workflow tailored to user needs.

INTUIT, QUICKBOOKS TIME / WORKFORCE WEB – EAGLE, ID

2018-2024

Product Designer

2020-2024

Owned the product vision for QuickBooks Time's upgrades and enhancements. Led and collaborated on end-to-end design delivery—from wireframes and prototypes to final assets—ensuring alignment with specifications and user requirements. Collaborated with cross-functional teams to optimize

product flows and improve usability. Utilized data analytics and customer insights to drive user-centered design decisions.

- **Improved adoption for Mid-Market (MM) by 65%** through redesigned Who's Working widget, maximizing worker visibility on small screens and improving user clarity by 50%.
- Amplified QuickBooks Time adoption by 35% through redesigning Time Entries and Approvals spaces **and creating an easy-to-use tool for first-time users**, enhancing usability and driving > 3,875 user actions via targeted help articles.
- **Unified two time-tracking databases**, combining past timesheet data, standardizing overtime settings, and eliminating export errors. Launched updated error states, divergence migration, and new settings.

Product Design Shadowing Program

2019-2020

Collaborated closely with product design teams and acquired in-depth knowledge of design principles and agile methodologies—applied expertise to conceptualize and develop innovative product designs.

- **Recognized as first to complete the Product Design Shadowing Program;** invited by Product Designer and Product Design Manager to gain hands-on experience and opportunity to present design projects.

Service and Support Specialist

2018-2020

Leveraged product knowledge to guide and support customers in adopting, learning, and maximizing the benefits of QuickBooks Time. **Promoted from Phone to Chat Support within 6 months of hiring;** demonstrated full commitment to responding to customer queries on login support, account set-up and integration, and billing.

DAVIESMOORE (*later renamed 116 & West*) – BOISE, ID

2018

Intern

Interned for DaviesMoore's creative department, working with advertising specialists to design compelling brand logos and social media campaigns. Tested apps and websites to ensure ease of use.

EDUCATION, PROFESSIONAL DEVELOPMENT, AND AWARDS

Bachelor of Fine Art, Graphic Design • Kendall College of Art and Design – Grand Rapids, MI

Studio Art, Focus in Drawing • Aquinas College – Grand Rapids, MI

Product Design:

Intuit: Design for Delight Summer Camp 2021 • Accessibility Champion, 2020 • Product Design Shadowing Program, 2019

Interaction Design Foundation: Human-Computer Interaction (HCI), 2020 • UI Design Patterns for Successful Software, 2021

Graphic Design:

West Michigan AAF Bronze Student ADDY Award:

Personal Brand Poster • Real Food Cafe Refresh Logo, Brand • Eastern Floral LOVE Campaign, 2018

West Michigan AAF Silver Student ADDY Award: Toys R Us Costume Campaign, 2018