



sara.birchard@gmail.com
New York, NY
/in/sarabirchard
sarabirchard.com

awards

Indigo Awards | IPG's Marketing Intelligence Engine (MIE) Data Vis
2023

- Digital Design of the Year
- Gold - UX, Interface & Navigation
- Gold, Digital Design for Graphic Design
- Gold, Digital Tools & Utilities
- Silver, Interaction Design for Graphic Design
- Silver, Interactive Design

Indigo Awards | Digital Experience Audit (DXA)
2022

- Gold - Digital Design
- Gold - Digital Tools & Utilities
- Silver - UX, Interface & Navigation
- Silver - Interaction Design
- Bronze - Interactive Design

Red Dot Design Award | Digital Experience Audit (DXA)
2021

- Winner, Brands & Communication Design

experience

Senior Product Designer
Endava July 2026 - Present

Transitioned from Omnicom to Endava through an outsourcing agreement and continued in the same role, supporting the same teams and product design work.

- Senior Product Designer** Oct 2021 - Dec 2021; June 2022 - June 2026
- Product Designer** Jan 2020 - Oct 2021

Kinesso | Interpublic Group (IPG) | Omnicom

Sat on the Product Innovation Team in the Data & Tech Department, redesigning many of IPG’s internal marketing/advertising tools.

Led the Magenta pod, which specializes in R&D and Design System projects while also managing several Junior & Mid-Level Designers.

Helped lead the redesign of the entire design system for IPG’s internal suite of products and then oversaw the maintenance, expansion, and optimization of it. This design system is now being utilized across 30+ products and 22+ agencies, with new client white labels created weekly.

Led the design of multiple SaaS & custom solution products from start to finish.

Senior Product Designer
Publicis Sapient | Publicis Groupe Dec 2021 - June 2022

Collaborated with UPS on the Journey Experience & Design Innovation (JEDI) team to improve shipping and onboarding experiences through data-driven optimization and A/B testing.

Product Designer
HiThrive June 2018 - Nov 2019

Designed the end-to-end product ecosystem, including iOS and Android mobile apps, responsive web, and the core web application.

UX Designer
DogSpot (formerly Dog Parker) Sep 2017 - Jan 2018

Worked closely with product to refine mobile app user flows and UI, conducting A/B tests, guerrilla research, and card-sorting studies to inform design iteration and achieve measurable UX improvements.

Lead UX / UI Designer
True Gault Jul - Oct 2016

Owned the full design lifecycle for the iOS app and website - from early wireframes and flows to high-fidelity prototypes and user testing.

Worked directly with the CEO and CTO to define product strategy, establish information architecture, and align the overall product vision and structure.

education

Master of Fine Arts, Design & Technology
Parsons School of Design | The New School 2017 - 2019

Certificates, UX Design & Visual Design
General Assembly 2015 - 2016

Bachelor of Science, Psychology
University of Vermont 2011 - 2015

Study Abroad, Digital Imaging & Photography
Temple University, Japan Campus Summer 2014