

Sara Croop

USER EXPERIENCE DESIGNER

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Conshohocken, PA

SUMMARY

User Experience team leader with 14 years e-commerce experience and visual design background.

WORK EXPERIENCE

Nutrisystem | Fort Washington, PA

2015 – Present

Associate Manager, User Experience

2024-Present

User Experience Design Lead

2022-2024

- Define and execute UX strategy for multiple e-commerce websites, aligning user experience improvements with business goals.
- Manage a cross-functional UX team of 2 plus contractors, ensuring workflow efficiency and delivering monthly feature releases on time.
- Conduct data-driven user research to understand the user journey using a combination of qualitative prototype testing, user sessions, surveys and analytics.
- Designed and launched intuitive UI for two mobile apps, integrating food tracking and seamless e-commerce features.
- Standardized and streamlined UI design systems across multiple brands, ensuring consistency while reducing design-to-development time. Optimized reusable UI components, enhancing scalability and cross-brand efficiency.

Senior Interactive Visual Designer

2018-2022

Interactive Visual Designer

2015-2018

- Led cross-functional collaboration with UX, development, and business stakeholders to define e-commerce UI strategy. Optimized site speed, accessibility, and visual design
- Designed UI/UX design solutions that aligned with business objectives while ensuring a seamless omnichannel user experience across web and mobile.
- Create compelling designs to support brand growth in the digital space
- Led the creative development and cohesion of multiple brand products including color palette, typography and visual patterns
- Mentored a team of designers, establishing UI/UX best practices and conducting design reviews to enhance brand consistency across all digital touchpoints.

QVC | West Chester, PA

2011 – 2015

Web Designer

Conceptualized and created design solutions for homepage and category features on QVC.com for jewelry, fashion & accessories

- Partnered with UX, creative directors, and e-commerce teams to develop visually cohesive and user-friendly digital experiences, ensuring brand consistency and an engaging online shopping journey.
- Directed visual content strategy, working with photographers and stylists to create high-converting product imagery that improved engagement and product click-through rates.
- Managed and mentored web production artists in high-volume digital content production.

Teed Off Publishing | Delray Beach, FL

2009 – 2011

Graphic Designer

- Designed advertisements for luxury service clients such as interior designers, spas and salons, and event planners consistent with their current branding

Walsh | Sheppard Strategy + Communications | Anchorage, AK

2007 – 2009

Graphic Designer

Anchorage, AK

- Developed advertising campaigns and corporate communications with print and web components for clients including retail services, telecommunications, native corporations, and non-profit organizations
- Redesigned corporate websites with new branding, structure, and navigation

A Wish Come True | Bristol, PA

2006 – 2007

Graphic Designer

EDUCATION

Bachelor of Science in Graphic Design
Minor in Business Administration

Drexel University, June 2007
Philadelphia, PA

SOFTWARE SKILLS

- Figma
- HTML & CSS
- Jira, Monday, Asana, Basecamp, Trello,
- UserTesting, Userlytics, Clarity, Hot Jar
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, After Effects
- Microsoft Office
- Slack