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SARAH STRITTER MURGEL

I provide insights, context and clarity that shape digitally transformative websites, products and experiences.

CORE COMPETENCIES

Leadership Acumen | Visioning & Creative Leadership, Building & Inspiring Teams, Team Mentoring, Action Plan Development, Stakeholder Engagement, Servant Leadership, Presenting & Public Speaking, Relationship Building, Pitch Support & Development, Persuasive Communication, Culture-Building, Emotional Intelligence

Discovery & Experience Strategy | Product Management, System Design, Digital Transformation, Design Thinking, Problem Seeking & Discovery, Competitive & Comparative Assessments, Category Analysis, Trend Identification, Data-Driven Decision Making, Business Metrics, Project Management, Graphic Design, Marketing, Art Direction, Web Design

UX & System Design | User Experience (UX) & User Interface (UI) Design, UX Research, Accessibility & Usability Testing, Data Analysis, Customer Journeys, User Profiles, Wireframes & Prototyping, Information Architecture, Storytelling, Observation

VERTICAL & INDUSTRY EXPERIENCE

Agency • Automotive • B2B • Biotech • CPG • Education • Financial Services • Food & Beverage • Healthcare • Media • Retail • Start Ups • Technology • Travel & Hospitality

WORK EXPERIENCE

GM, Commercial Web Marketing | Microsoft (2025-Present)

- **Multidisciplinary Team Leadership** | Lead a multidisciplinary team of 50+, supporting 29 websites and 18 blogs in 40 languages across 240 markets. The team consists of site managers, journey strategists, UX designers, web development, and a technical PMO.

- **Innovative AI Experiences** | Focused on the AI transformation efforts of our site support, workflow automation and enhancement, and how AI is embedded into our externally facing customer experiences.

- **Vendor Management** | Manage resources, budgets and vendor relationships serving multidisciplinary needs and geographies.

- **Broad System Design** | Advanced unification approach for our Commercial properties including global adoption of our design system, information architecture, and commercial entry points across a fragmented ecosystem.

Vice President, Experience Strategy & UX | Salesforce (2020-2024)

- **Team Leadership** | Built and led a 25+ person Experience Strategy & UX team, driving landscape analysis, design standards, and product design, resulting in a redefined approach to digital experiences across the Salesforce enterprise.

- **Innovative Customer Experiences** | Led design approaches for data-driven customer experiences, securing investment and driving product roadmaps that enhanced user engagement and satisfaction.

- **Unified UX Strategy** | Transformed a fragmented digital experience through a unified approach, resulting in 5x faster speed to market and +165% in web engagement, leading to higher customer satisfaction and a more cohesive UX.

- **Holistic Design System** | Introduced comprehensive digital artifacts for marketing, creating a unified design system and usage standards, leading to a 5x improvement in speed to market for digital products.

- **Collaborative Optimization** | Fostered an inclusive, creative work environment while optimizing processes, strategy, scope, and skills across teams, boosting morale, productivity, and operational efficiency.

- **Strategic Alignment** | Partnered with data, agency, product, and technology leaders to drive cross-functional alignment, connecting a vast digital ecosystem through cohesive design and data strategies.

- **Procedural Design** | Established and implemented UX, User Research, Content Strategy, Experimentation, and Accessibility practices within Digital Strategy and Trailhead, enhancing the success of Salesforce's online learning tools.

- **Digital Learning Strategy** | Developed a digital strategy for Salesforce's learning tools by conducting landscape analysis and system structuring, uniting pre- and post-sale learning experiences and highlighting industry best practices.

- **Stakeholder Engagement** | Secured investment for innovative design approaches and influenced product roadmaps, ultimately strengthening Salesforce's position as a leader in digital customer experiences.

Owner, Founder | SSM Consulting (2019-2020)

- **Strategic Guidance** | Enabled agencies and companies to execute design and product strategies aligned with corporate goals, user needs, and emerging technologies, resulting in innovative and impactful solutions.

- **Product Strategy** | Collaborated with Punchcut to develop a new strategy for a global robotics client, integrating emerging technologies to address customer problems, which secured additional project engagements over three years.

- **Design Unification** | Worked with Salesforce to unify disparate design efforts. Quantified the impact of the project, gained leadership buy-in, and developed communication materials to support the initiative, leading to the creation of two new certifications and the establishment of a thriving design community showcased at Dreamforce.

- **Innovative Solutions** | Provided insights and clarity that aligned vision with transformative ideas, helping clients like Punchcut and Faire Design achieve business objectives and drive user engagement through effective design strategies.

Vice President, UX | Razorfish (2008-2019)

- **Strategic Evolution** | Collaborated with executive leadership to evolve the UX practice and define new offerings, contributing to the success of projects and establishing Razorfish as a leader in user-centric design.

- **Business Development** | Secured over $30M in new contracts through strategic business development efforts, delivering high-quality solutions for prominent clients like Intel, Adobe, and Wells Fargo.

- **Team Leadership** | Managed a 50+ person UX and content strategy team across four offices, which led to significant growth and enhanced reputation for the agency's UX practice.

- **Talent Management** | Hired, onboarded, and mentored new employees, fostering a culture of growth and excellence that resulted in a highly skilled and motivated team.

- **Project Oversight** | Directed UX across multiple large-scale projects concurrently, scoping design efforts for websites, mobile apps, and digital products to support my team, ensure seamless execution, and maximize client satisfaction, strengthening client relationships and boosting project outcomes.

- **Performance Recognition** | Promoted three times in 11 years from senior design practitioner to executive design leader, reflecting exceptional performance and leadership within a dynamic, creative global digital agency.

- **High Profile Clients** | Notable clients included Intel, HPE, Adobe, American Honda Motors, Acura, Kia Motors, Hyundai USA, The USC Shoah Foundation, CompHealth Group, Wells Fargo, and more.

Manager, User Experience | Genentech (2004-2008)

- **Process Optimization** | Developed and standardized best practices for workflows, navigational models, and visual design elements, enhancing efficiency and consistency across internal and external sites, digital products, and apps.
- **Research Integration** | Conducted and integrated usability research findings into the design process, resulting in user-centric UI and visual design strategies that improved user satisfaction and engagement.
- **Guideline Development** | Created and communicated comprehensive guidelines, specifications, and scoping procedures to clients, vendors, and design teams, ensuring cohesive and high-quality design solutions.
- **Creative Leadership** | Led a team of UX designers from concept to completion, advancing the creative design discipline and fostering a collaborative environment that delivered cohesive and innovative solutions.
- **UX Practitioner** | Actively produced UX strategies and artifacts driving digital solutions in support of key business initiatives and priorities.

EDUCATION

Cedar Crest College — *BFA, Art & Communication*

Graduated Cum Laude
ALLENTOWN, PA

Focused on Graphic Design and Strategic Communication, earning BFA with academic and departmental awards.

REFERENCES

Available upon request.