

# Sholom Sandalow

Digital Product Designer | User Experience

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## PROFESSIONAL EXPERIENCE

### Manager, User Experience, Walgreens - **Jan 2018 - Present**

- Lead a diverse and talented team of designers responsible for the overall user experience for retail products shopping online
- Recruit, hire and allocate designers across teams and projects
- Provide mentorship and guidance to young designers as they navigate the complexities of the job
- Work with a wide range of product managers and business reps to create product roadmaps
- Evaluate new feature requests for desirability, feasibility, usability and potential revenue impacts
- Spearheaded the practice of test-driven design within the user experience department., reducing development costs and shortening time to market for dozens of projects
- Led UX design for launch (and evolution) of Pickup and Delivery on Walgreens.com

### Principal, User Experience Design, Walgreens - **Jan 2016 - Dec 2017**

- Lead design for the customer facing site, as well as the technology platforms it runs on
- Create web-analytics reports to help product managers analyze customer behavior
- Design taxonomies and classification systems to improve product findability
- Provide mentorship to new designers and other team members
- Work directly with engineers and technical leads who design system architectures
- Lead the design portion of a multi-year transformation of Walgreens.com from a ship only platform into a true omnichannel fulfillment destination

### Sr. User Experience Designer, Walgreens - **Jan 2013 - Dec 2015**

- Designed new features and enhancements for Walgreens.com, Drugstore.com and Beauty.com
- Built prototypes, and collaborated with User Research team on user testing
- Wrote usability guidelines for online promotions, and oversaw compliance thereof
- Helped lead the department's transition to a mobile-first design methodology

### UX Design Consultant, Walgreens - **Sep 2010 - Dec 2012**

- Created templates for promotional communications such as emails and marketing landing pages
- Designed holiday microsites, responsible for the bulk of annual e-commerce sales
- Implemented a new design process that greatly reduced wasted effort and time to market

### Manager, Information Architecture, Sapient – **2009**

- Designed global navigation and search results page for Target.com
- Integrated into a large team of designers, business analysts and technical architects
- Organized and led design sessions
- Created user experience flow diagrams, wireframes and interaction design specifications

### Senior User Interface Designer, Pathfinder Development – **2004 - 2009**

- Performed user research
- Led focus group sessions & ethnographic research

- Led usability studies

#### Senior User Interface Designer - Pathfinder Development – *Continued..*

- Performed heuristic evaluations
- Managed multiple design projects
- Supervised web usability tests
- Developed detailed personas based on research and data gathering
- Created user-interaction diagrams, site maps, and wireframes
- Built HTML prototypes and performed usability studies with them
- Designed user interfaces for both web-based and desktop applications
- Worked with many web application frameworks, including .NET and Ruby on Rails
- Designed software for a wide variety of usages, such as:
  - A Content Management System for the Chicago Sun-Times
  - A Facebook application
  - Medical data visualization platform for use during surgery
  - A hand-held medical device used by phlebotomists (health care professionals who collect blood)
  - An Education Portal in Arabic for the govt. of Qatar
  - Electric substation setup and monitoring

#### Web Designer/Developer, Independent Contractor - **2000 - 2004**

##### Sample Clients and Results:

- City Canyons Records - Designed, developed and maintained website. Designed and developed the site's music player. Integrated website with iTunes, MySpace, Facebook and a variety of other social media networks, allowing the label's artists to broadcast their music to a wider audience.
- Harrington Talents - Led web development team. Selected by senior management for design and development of corporate home page. The website's effective use of branding through innovative color scheme and layout allowed the firm to target its client base more easily. Developed and scripted Flash-animated user interfaces for marketing and e-commerce sites.

#### RELEVANT SKILLS

- |                     |                              |                       |
|---------------------|------------------------------|-----------------------|
| • Agile Development | • Figma                      | • Adaptive Web Design |
| • Adobe Suite       | • HTML                       | • Web Analytics       |
| • Wireframing       | • CSS                        | • Internal Search     |
| • Prototyping       | • Javascript & JS frameworks | • User Research       |
| • Axure             |                              | • Interaction Design  |

#### PUBLICATIONS & PRESENTATIONS

- Handheld & Desktop Applications for Haemonetics (Presentation, World Usability Day 2007)
- This Won't Hurt a Bit: Designing Invisible Interfaces for Health Care Providers (WhitePaper, 2007)
- Agile Development with a Compass: Integrating User Experience Design (WhitePaper, 2006)

#### EDUCATION

- Stony Brook University - Stony Brook, NY, Bachelor of Arts, 2001. *Major in Economics*
- FIT - New York, NY Post Graduate Study 2003. Field of study: *Computer Animation and Design*