

Sholom Sandalow

Product Design & Management | User Experience

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Sandalow.com

password: ssandalow

DESIGN AND TECHNOLOGY SKILLS:

Adobe Creative Suite, Adobe Analytics, Sketch, Figma, Axure, HTML/CSS/Javascript, User-Centered Design, Wireframing, Prototyping, Usability Testing, Information Architecture, Requirements Gathering, Business Analysis, Design Mentoring, Design Systems, Digital Strategy, Creative Direction, Mobile Design, Jira, Azure DevOps

PROFESSIONAL EXPERIENCE

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

- Recruit, hire, lead, mentor and manage workload for a team of UX architects and UI designers crafting experiences across Walgreens' customer facing and internal digital products
- Oversee UX for Same-Day Pickup & Delivery programs, which contribute over \$120M in annual revenue
- Collaborate with business, marketing, technical and product teams to set strategic priorities, define KPOs, build annual product roadmaps, and manage the software development lifecycle
- Advocate for user-centered design principles, research and data analytics in business decision-making
- Lead focus groups, brainstorming sessions and other collaborative requirements gathering activities
- Implemented a unified design process, resulting in increased consistency and quality in design deliverables, and reducing project turnaround time across the organization

Walgreens: Sr. UX Designer - *Sep 2010 - Dec 2015*, Principal, UX Design - *Jan 2016 - Dec 2017*

- Designed the experience for Drugstore.com's Auto Reorder & Save program, driving customer retention
- Overhauled Walgreens.com's e-commerce taxonomy in a multi-year collaboration with merchandising and product management teams, optimizing product discoverability and navigation
- Designed multiple Black Friday & Cyber Monday shopping experiences, leading to over \$100M sales annually
- Co-led the User Experience department's transition to a mobile-first design methodology, aligning with industry trends and improving user engagement

Sapient (Target.com): Manager, Information Architecture - *Mar 2010 - Aug 2010*

- Designed the global header, navigation, search results and store finder experiences for the Target.com relaunch
- Organized and led design workshops, mapped out user-flows, created detailed wireframes and interaction design specifications, collaborated with business analysts to define requirements and create technical specs

Pathfinder Development: Senior User Interface Designer - *2004 - 2009*

- Designed user experiences for a diverse array of B2B and consumer-facing software and platforms across the financial, educational, governmental, media, energy and research sectors.
- Examples include a CMS for the Chicago Sun-Times; Data-visualization software for surgical medical devices; Software for use during blood donation; A portal for the govt. of Qatar's education reform initiative; Color calibration software for photographers; And an electric power-plant monitoring application

Independent Contractor: Web Designer & Developer - *2000 - 2004*

- Designed, developed and maintained website for independent NYC based record label, City Canyons Records
- Integrated website with iTunes, MySpace, Facebook and a variety of other social media networks
- Led web development team for Harrington Talents, a NYC based design firm. Selected by senior management for design and development of corporate home page. Developed and scripted Flash-animated user interfaces
- Designed motion graphics and animations for Whitehorse Productions, a NYC production company

EDUCATION

- **Stony Brook University** - Stony Brook, NY, Bachelor of Arts, 2001. *Major in Economics*