Hello, my name is *Sayra*

I am a Staff UX Designer and manager, with 12+ years of experience in the design industry, focusing on solving complex business problems. I am a strong product thinker, with the ability to help teams deliver user-centered designs and product vision to drive measurable business impact.

Sayra López Yever • Zürich, Switzerland • +41 799601373 • lopez.sayra@gmail.com • **www.sayralopez.com**

EMPLOYMENT

Google • 7 years

Staff UX Designer & Manager
Premium Advertiser Experiences, YouTube Reservation Ads | Zurich, Sept 2022 — Present

Defining UX strategy and driving execution across a complex suite of premium video advertising tools which generate $XB in revenue, YY% YoY growth, and support several ads products (e.g Masthead).

- Leading the design of a new consolidated YouTube ads reservation experience ($XB worth of revenue). Unblocked the multi-year project by aligning strategy across PM, Eng, and Sales stakeholders, and set up a design team to execute on the effort.
- Combining market and user research insights with my knowledge of YouTube targeting capabilities to propose and design new premium ad products.
- Coordinated the work of two designers in separate orgs to ensure the launch of a unified deals platform which supports $XXB of revenue and 6k sellers. Defined design & product principles to drive cross-functional alignment among teams, and to ensure UX/UI consistency.
- Defined the design team's operating model for prioritizing, allocating, and planning, which set clear expectations for our cross-functional partners (UXR, 9+ PMs, and 50+ Engineers across all products).
- Managing 3 designers (2 staff, 1 mid-level); providing leadership, growth opportunities, and coaching.

Staff UX Designer & Manager
Video Packaging, YouTube Reservation Ads | Zurich, Oct 2019 — Sept 2022

Designed and drove the unification of multiple video packaging tools into a single platform that powers several premium ads products, including YouTube Select ($XB).

- Built a scalable system of reusable components and patterns, enabling the quick launch of new advanced contextual targeting products on YouTube, such as Custom Lineups, Sponsorships, and Moment Blasts.
- Increased user satisfaction from CSAT 3.3 to 4.3 (out of 5) by defining critical user journeys (CUJs), prioritized by user-segment, and delivering a streamlined, consistent user experience that addressed user needs and pain-points.
- Established an iterative user-centered design process within the team including user research, wireframes, high-fidelity designs, prototypes, and regular usability testing.
- Managed 1 mid-level designer, and was responsible for design reviews, prioritization and allocation.

Senior UX Designer & Product Owner • **Site Reliability Engineering** | London, April 2017 — April 2018

Designed and drove the unification of 4+ rollout services into one cohesive Releases and Rollouts platform, standardizing the way releases are tracked and managed at Google. The platform now deploys 87% of binaries and is used by the majority of SREs and engineers to monitor and control their deployments in one place.

- Proposed the product to leadership and got the project staffed. Defined product requirements, roadmap, and success metrics. Conducted user interviews to define CUJs and feature prioritization.
- Designed a scalable UX framework for release abstractions, enabling individual teams to leverage a common front-end rather than building custom solutions.

Lead UX Designer • **Customer Engagement, Business Platform tools** | London, Feb 2016 — April 2017

Designed a tool that allowed Google's Sales teams to quickly create high quality, client ready presentations, based on user created templates that were dynamically updated with customer specific data.

- Designed an innovative drag and drop UI to configure the connections to several data sources, making it easy to create reusable pitch templates.
- The tool supported 10k sellers, and accounts worth $XXB in revenue. It achieved 180 full-time-equivalent savings in 2017, and received the Ads PA High Impact Award.

PREVIOUS EMPLOYMENT

Xfinity, Comcast • Product Designer, customer experiences | Philadelphia, USA, May 2015 — Jan 2016

Squareknot • UX/UI Designer, web application | Philadelphia, USA, Jan 2014 — May 2015

DogBuddy • UX/UI Designer (freelance), iOS application | London, England, April — May 2015

MOD Worldwide • Lead Web Developer | Philadelphia, USA, June 2013 — Jan 2014

The Star Group • Web Designer | Philadelphia, USA, Oct 2012 — June 2013

PERSONAL PROJECTS

Ninka Pop • Founder and Jewelry Designer | Zurich, 2019 — Present
Colorful, statement jewelry brand. Every product is designed and handmade by me. I am also responsible for branding, social media, photography, building and maintaining the website: **www.ninkapop.com**

SKILLS & LANGUAGES

Skills: User-centered design • UX strategy • Product development • Critical user journeys • Stakeholder alignment Cross-functional collaboration • Process optimization

Languages: Fluent in English and Spanish • Conversational in French (B1) • Basic German (A1)

EDUCATION

The University of Pennsylvania • **Bachelor of Arts** • **Fine Arts, Graphic Design** | Philadelphia, USA, 2008 — 2012
Awards: Dean's List 2010-2011, Kelly Research Grant Recipient, Rose Award Winner, Senior Fine Arts Award