Sarah Dorsten

Lead Product Designer

Portfolio · Email · LinkedIn | Colorado · Remote

I lead web and mobile product design, from deciding what to build through launch.

EXPERIENCE

Independent · Lead Product Designer

2024–present

Lead design for direct clients and through Ample. Build coded prototypes with AI agents and work with engineers through implementation.

- King's Hammer: Led product design for a shared site system across more than 12 clubs. Found that families were signing up for the wrong program and staff were moving them by hand, then set programs side by side with the age, price, schedule, and location parents compare.
  Client work through Ample · Launched 2026
- Pulse: Sole designer working with 2 technical partners on an AI update tool we built and used within our team. Designed editable drafts and source-linked summaries with human review at every level.
  Independent product · 2024–25

The Ashley Group · Associate to Senior Product Designer

2021–2024

- Kinetic: Led the home-internet purchase audit and redesign through launch. The team reported a 13% increase in e-commerce web conversion in an A/B test of the conversational flow.

  Brought plans into one view and separated monthly from upfront costs. Found that a previous resident's service could block a new resident, then led the design of a path that let them continue to plans.

  Built and maintained the shared design system used by designers, product owners, and engineers.
- Fig: Led design for household profiles and scan results with Fig's team. Used color, icons, and tabs so one scan showed how a food fit each person's dietary needs. Built components used by other designers and engineers.
- P&G Always You: Led discovery and the mobile-app redesign for P&G, expanding symptom and mood choices and redesigning the cycle overview and calendar. Worked with MindTree's developers through launch.

Earlier: UX and design co-ops at Crown Equipment and Landor · 2018–2020

EDUCATION

University of Cincinnati, DAAP
B.S. Graphic Communication Design · Minor in Social Psychology