

# Sarah LeCroy

sarahklecroy@gmail.com

linkedin.com/in/sarahlecroy/

sarahlecroy.com (pw: sarah-2026)

312-813-1700

Staff Product Designer with deep experience in growth, onboarding and activation, using experimentation, behavioral data, and AI-powered design to move metrics that matter. Leads cross-functional pods through ambiguity and translates experiment data into product strategy, not just screens.

## Intuit Mailchimp

Staff Product Designer / Design Lead 2021 - 2025

- Owned end-to-end design strategy for Mailchimp's account setup experience, serving ~60K new users per week and leading a cross-functional pod of 10+ (PM, engineering, data, design) through the full product lifecycle.
- Designed as a scalable framework adopted across six platform teams that drove a 38% increase in domain authentications, 15% lift in list imports, and 37% increase in SMS adoption, directly improving activation and retention across the growth funnel.
- Partnered with Intuit's GenAI team to design AI-powered autofill capabilities (website URL + industry detection) that achieved 61% AI acceptance and lifted paid conversion by 14.2%, and built cross-platform alignment with QuickBooks to scale personalization strategies across Intuit's ecosystem.
- Used three years of experiment data and behavioral analytics (FullStory, A/B testing) to reframe leadership's approach to the 11-screen setup flow, shifting strategy from "cut screens" to "optimize what converts" and presenting recommendations to C-suite stakeholders.

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### PREVIOUS EXPERIENCE

#### INDEPENDENT PRODUCT DESIGN CONSULTANT Remote | 2015 - 2021

Delivered UX strategy and product design across B2B and B2C clients including a national security platform, international e-commerce, and civic tech, spanning user research, IA, and end-to-end product flows.

#### SENIOR INTERACTIVE DESIGNER Chicago; Los Angeles | 2005 - 2015

Agency and brand interactive design (Leo Burnett, Razorfish, Design Kitchen, Phenomenon)

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### TOOLS

Figma, Claude Code, Figma MCP, Cursor, Loveable, FullStory, Jira, usertesting.com, GitHub

### EDUCATION

**University of South Carolina Upstate**  
Bachelor of Arts, Graphic Design

**The Creative Circus**  
Certificate of Design

**School of the Art Institute of Chicago**  
Digital Web Courses

### AWARDS

**Cannes Lions**  
Silver Lion (2016) Digital Innovation  
Wilson X Basketball App

**One Club**  
Gold Pencil (2016) - Mobile Category  
Wilson X Basketball App