

# Sarah Suleri, Ph.D

Toronto, Canada | Remote | Hybrid | Onsite

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## CAREER SUMMARY

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- **UX Design Manager** with **15+ years** of design industry experience.
- **Management: 5+ years** of experience in **leading design projects** and managing **design teams** of **15+** UX designers, content designers, accessibility specialists, UX researchers, program manager, and UX engineers.
- **Individual Contributor: 10+ years** of experience in product design and UX research.
- Experienced in UX for **cloud domain**, including OneSource Tax and Trade **cloud platform**.
- Experienced in building multi-platform user interfaces for **Android, desktop** and **web** applications.
- **Managed** the product design for Gen AI **developer tools**.
- Specialized in **UX strategy** and holistic **design processes** for high-impact **product design** and **design systems** initiatives.
- Extensive experience in **user-centered design** principles and methodologies.
- Proven ability to **deliver** measurable **outcomes** in **fast-paced** environments.
- Extensive experience in **stakeholder management, executive communication**, and collaborating with **cross-functional teams**.
- **Ph.D.** with **summa cum laude** in **Human-Computer Interaction & AI** with **200+** citations.
- Expertise in **Human-Centered AI (HCAI)** with a focus on designing intuitive and **ethical AI experiences**.

## IMPACT SUMMARY

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- Successfully led the **design strategy** for a new **AI-powered feature** within **Westlaw**, a leading online legal research service with **over \$1 billion** in annual revenue, resulting in a **15% increase** in **user engagement**.
- Defined a compelling **design strategy** from an ambiguous starting point, which led to a **30% increase** in **user satisfaction** scores for the redesigned product.
- Implemented a new **Design System** to unify component development and **reduce redesign efforts by 40%**.
- Completely revamped the company website based on business and customer needs, **doubling the number of sales leads** for business development.
- Presented **design proposals** and the **UX and AI Experience vision** to executive leaders and stakeholders, resulting in a **20% increase in budget approval** for key design initiatives.
- Created and executed a swift **recruitment plan, learning, and growth** initiatives for the team.

## EXPERIENCE

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### Manager, UX Design (AI Experience & Enablement)

August 2022 - Present

Thomson Reuters | Toronto, Canada

- **Managed** and mentored a team of **15+** professionals, including product designers, content designers, accessibility specialists, UX researchers, program manager and UX engineers, empowering them to achieve their full potential.
- Led **complex, high-impact initiatives** that raised the quality bar for users and customers across Thomson Reuters' Tax, Trade, and Legal portfolios. For example, spearheaded the **design strategy** for a new **AI-powered feature** within Westlaw, a leading online legal research service with **over \$1 billion** in annual revenue, resulting in a **15% increase in user engagement**.
- Partnered with **cross-functional teams** (including Engineering, Product Management, Research, Marketing, and Data Science) to deliver innovative, cohesive end-to-end experiences.
- Collaborated with **GenAI platform** teams to deliver innovative, cohesive **end-to-end AI experiences** of **developer tools** for data scientists, prompt engineers, and AI engineers.
- Championed design craft and helped shape **processes, practices, and culture** in the design organization.

### Key Accomplishments:

- Presented **design proposals** and UX and AI Experience vision to executive leaders and stakeholders, resulting in a **20% increase in budget** approval for key design initiatives.
- Introduced **design team initiatives** such as **design studios**, **peer reviews**, **UXQA**, design critiques, and asset libraries, improving design consistency and **efficiency by 25%**.
- Led the **AI vision work**, defining the **strategic direction** and **data-driven design decisions** of **AI initiatives** and **securing executive buy-in for a multi-year roadmap**.
- Balanced design and product quality in an **experimentation** and **execution-focused** team environment.
- Worked with UX Designers to **prioritize workstreams**, establish **OKRs**, and communicate **commitments** to cross-functional product and engineering teams.

### **Design Manager**

March 2022 - August 2022

SmartRecruiters | Remote

- Collaborated with **Product** and **Engineering leaders** to define **strategic direction** for the teams of three verticals of SmartRecruiters, a leading enterprise recruitment software platform serving **thousands of companies globally**.
- **Managed** and coached **3 teams** of **9-10 designers** to execute the **strategic direction** in an iterative, learning-oriented way.
- Responsible for driving meaningful **business** and **customer outcomes** with the team.
- Worked with UX Designers to **prioritize workstreams**, establish **OKRs**, and communicate commitments to **cross-functional** product and engineering teams.
- Created and executed a swift **recruitment plan**, **learning**, and **growth** initiatives for the team.

### Key Accomplishments:

- Defined a compelling **design strategy** from an ambiguous starting point, which led to a **30% increase in user satisfaction** scores for the redesigned product.
- Advocated for **prioritization** of user-centered design changes, leading to the **improved user experience** of internal and external processes across different departments.
- Introduced **design team initiatives** such as design studios, peer reviews, UXQA, design critiques, and asset libraries.
- Presented design proposals and **UX vision** to stakeholders, resulting in a **15% increase in stakeholder buy-in for UX initiatives**.

### **Senior Visual Designer**

January 2021 - January 2022

Scanbot GmbH | Bonn, Germany

- Led and mentored a team of **4 product designers**, **UX writers**, and **UX researchers**.
- Collaborated with the **product**, **engineering**, and **design triad** to define **OKRs** and their respective initiatives.
- Collaborated with **product managers**, **engineers**, and **cross-functional** stakeholders to understand **user** and **business requirements** and provide **innovative** solutions following **agile** methodology.
- Responsible for defining and maintaining the custom **design system** in collaboration with other product designers to ensure design consistency and improve design handover to the development team.
- Created wireframes, paper, and digital **prototypes** for **cross-platform mobile (Android, iOS)**, **web**, and **desktop** applications and conducted **usability evaluations**.

### Key Accomplishments:

- Completely revamped the company [website](#) based on business and customer needs, doubling the number of sales leads for business development.
- Implemented a new **Design System** to unify component development and **reduce redesign efforts by 40%**.
- Advocated for **prioritization** of user-centred design changes, leading to the improved user experience of internal and external **processes** across different departments
- Presented design proposals and study findings to stakeholders, resulting in a **20% increase in stakeholder buy-in** for design changes.

## Research Associate (UX)

July 2015 - December 2020

Fraunhofer-Gesellschaft | Sankt Augustin, Germany

- **Led** UX teams of **5-15 designers** and **researchers** for **contextual analysis**, **product design** and **product strategy**, following a user-centred philosophy for various industries & research projects with regional and international teams.
- Implemented “**User-Centered Design**” approach in multiple large-scale EU H2020 projects such as [MONICA](#), [CPSWARM](#), and [SatisFactory](#) following **agile** methodology, including moderating **brainstorming** sessions, conducting **interviews**, moderating **focus groups**, **observations**, field studies, designing **wireframes**, low-, medium-, and high-fidelity **prototypes**, and conducting **usability evaluations**.
- **Co-founded** the [Design Thinking Factory](#) - a group of interdisciplinary professionals with diverse skills and profound knowledge about different research areas suited for teaching and supporting various corporations in thinking "out of the box" and developing human-centered solutions.

## Software Engineer (UX)

June 2010 - April 2012

Systems Limited | Lahore, Pakistan

- Responsible to design, build and deliver front-end web applications (HTML, CSS, JavaScript, C#, Git) and SSRS reporting tasks.

## EDUCATION

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**RWTH Aachen University** | Ph.D. Human-Computer Interaction (HCI)

January 2017 - February 2021

- Grade: Summa cum laude

**RWTH Aachen University** | Master of Science in Media Informatics

September 2014 - January 2017

**FAST NUCES University** | Bachelor of Science in Computer Science

August 2006 - April 2010

## CERTIFICATIONS

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**Certified UX Manager** | Nielsen Norman group (NNg)

March 2021

**Certified UX Researcher** | Nielsen Norman group (NNg)

December 2019

**Certified Professional for Requirements Engineering** | IREB

April 2019

**Certified Professional for Usability and User Experience** | UXQB

March 2019

## SKILLS

**Management Tools:** JIRA, Confluence, Slack, Trello, Microsoft Planner, Loop, ADO

**Design Tools:** Figma, Canva, Lucid, MIRO, AdobeXD, Photoshop, Illustrator, Sketch, Keynote, UserTesting, Visual Studio, Artboard Studio

**Design Skills:** Design Leadership, User Interface (UI) Design, UX Design, Lean UX, Visual Design, Scenario Design, Interaction Design, Brand Design, Design System, Wireframing, Prototyping, Storyboarding, Rapid Prototyping, Web Design, User Flows, Information Architecture, UI Design Patterns, User-Centred Design Patterns, WCAG 2.0 Accessible Design, Illustrations, Iconography, Typography

**Research Skills:** User Research, Design Research, UX Design Strategy, Product Planning, Research synthesis, Storytelling, Personas, Journey Map, Workflow Design, Experience Map, Omnichannel Journeys, Customer Experience, Task Analysis, Requirement Specification, User Needs, User Stories, Ideation, Usability Evaluation, Heuristic Review & Evaluation, UI Design Teardowns, Competitive Benchmarking, Cognitive Walkthrough

**Technical Skills:** HTML, CSS, C#, XAML, Git

## LANGUAGES

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**English** | Native Speaker (CEFR C2 level)

**Urdu** | Native Speaker (CEFR C2 level)