

Sarah Struck

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EXPERIENCE

Creative Lead, Freelance

09.2025 - Present

Build the AI design systems behind brand engagements: markdown skill files, brand reference frameworks, and structured prompt systems that keep output consistent, on-brand, and fast to produce.

Led end-to-end brand strategy and visual identity for a YouTube TV show rebrand for a leading digital infrastructure company, from research and positioning through full creative execution.

Partner with non-profits and agencies on comprehensive brand and design systems across digital, print, and experiential touchpoints.

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Senior Visual Product Designer & Innovation Lead, Intuit

01.2021 - 08.2025

Designed and built an AI-personalized design and content system for web experiences, driving end-to-end personalization embedded directly into product surfaces across the customer lifecycle.

Lead UI/UX designer for high-value, high-conversion web experiences, unifying global campaign concepts with in-product execution to deliver measurable growth across the customer lifecycle.

Designed user flows and performance dashboards tied to success metrics, translating UX research into optimizations across end-to-end experiences.

Ran qualitative research at a steady cadence, conducting 2 to 3 customer interviews weekly to ground product and design decisions in direct feedback.

As Campus Innovation Lead, drove design thinking and customer-first practices across cross-functional product teams, operationalizing efficiency in the creative and product process.

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Art Director, Tray.io

11.2018 - 01.2021

Designed, built, and launched a new web marketing platform, achieving a 3.6x increase in conversion rates.

Created a conversion-focused design system spanning all web surfaces for Acquisition and Demand Gen, driving a 2x lift in engagement at launch.

Led the creative vision across brand initiatives — web, digital, video, social, and events — partnering with Marketing, Product, and Customer Success to keep execution aligned with brand standards.

Senior Art Director, Brainrider @ Facebook

04.2018 - 11.2018

Supported business partners' marketing needs across digital, product, event, and print.

Led a global localization project, ensuring consistent brand standards and assets across all regions.

Developed comprehensive training packages for EMEA offices and partners to support implementation of brand guidelines.

Collaborated with Product Marketing to design and execute new initiatives and campaigns.

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Art Director, Digital Experiences, Make: Magazine

03.2016 - 04.2018

Lead UI/UX designer for the Intel-partnership learning platform, taking it from proof of concept to live in two months and driving immediate partnership interest, a 1.8x increase in click-through, and a 12% e-commerce conversion rate.

Lead UI/UX designer across 12 digital properties spanning e-commerce, learning platforms, event sites, and publishing, owning interaction, UX, and visual design end to end.

Managed product roadmaps, production calendars, the design team, and agency partnerships.

Held a cross-departmental leadership role ensuring consistent UX and design quality across all digital properties.

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Art Director, Lexicon of Sustainability

06.2014 - 12.2015

Lead UI/UX designer for the Drupal community platform, running the design sprints and delivering the build on time and within budget.

Developed and presented new product concepts to partners, securing early content-deal partnerships.

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Communications Director, Casa Dorinda

05.2012 - 06.2014

Led a comprehensive rebranding effort that elevated the organization's public image, increased residency to 97%, and established a multi-year waitlist.

Produced award-winning multimedia campaigns and redesigned the digital experience, driving a 68% traffic lift and 25% more inquiries.

Honored with the ICAA Gold Rebranding Aging Award.

Marketing Director, Center for the Greater Good

03.2011 - 05.2012

Led the marketing and communications campaign for the launch of the initial product offering, securing \$350M in investments.

Managed in-depth user research to develop human-centered indicator and outcome tools, facilitating partnerships with Boston Financial and Success Measures.

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Early career

2000-2012

Marketing Manager, Village Properties — led 12-person marketing team; Project Manager, Morrelli Inc. — Coordinated global team of 12 people; Creative Associate, Creative Space — Co-creator of education-based toys for children.

SKILLS

AI Systems & Tooling: AI-powered design workflows; lightweight generators, and custom tools (Claude, Lovable, FLORA, Python).

Design Systems & Tools: Expert in Figma, Adobe Creative Cloud, component libraries, responsive web design, prototyping, and UX/UI design.

Data & Engineering: Python, data analysis, machine learning integration, end-to-end technical collaboration, and HTML/CSS.

Operations & Strategy: Creative operations, project management, brand strategy, design thinking, and production logistics

Research & Analytics: UX research, user journey mapping, performance dashboards, and A/B testing optimization.

EDUCATION

Data Science, Level 1, General Assembly, 2023

Business Perspectives for Creative Leaders, Yale School of Management & AIGA, 2010

Bachelors of Fine Art, UC Santa Cruz, 2000

AWARDS

Global Influencer Marketing Awards: Gold, "Money your way campaign for QuickBooks", 2025

Rebranding Aging Award: Gold, International Council on Active Aging, 2013

Irwin Scholar, University of California at Santa Cruz, 2000

ArtsBridge Scholar, University of California at Santa Cruz, 1998-2000