

Sarah Lippai

Product Designer

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Product Designer with 6+ years of experience spanning product strategy, UX research, and end-to-end product development. Experienced building products from 0→1, translating ambiguous problems into scalable systems, and partnering closely with engineering teams to ship user-centered solutions.

EXPERIENCE

Shop Latte | Founder & Product Designer

Aug 2024 – Present

Designed and built a nationwide discovery platform connecting consumers with independent businesses, growing to 1,500+ business profiles across the United States.

- Owned end-to-end product strategy, UX research, information architecture, onboarding, search, discovery, and monetization from concept through launch.
- Designed scalable platform systems that transformed business information into structured, searchable data, supporting SEO-driven growth and discovery.
- Defined product roadmap and multi-phase platform vision spanning profiles, subscriptions, analytics, messaging, and marketplace functionality.
- Partnered closely with engineers to translate product requirements into implementation-ready solutions, balancing usability, scalability, and technical constraints.
- Leveraged AI-assisted workflows to accelerate product discovery, UX design, technical specifications, and product iteration.

Honda | Product & Design Strategist (USC Collaboration)

Feb 2025 -Apr 2025

- Collaborated on a multidisciplinary team to envision a future mobility ecosystem aligned with Honda's long-term strategy for sustainability, smart cities, and connected transportation.
- Led research, product strategy, and narrative development, synthesizing trends across mobility, urban infrastructure, and emerging technologies into a cohesive product vision.
- Presented research-backed concepts, prototypes, and strategic recommendations to Honda stakeholders.

Pull Experience | UX Researcher (Contract)

Sept 2021 - Nov 2021

- Supported a generative research initiative for a global automotive client (NDA), using diary studies and in-depth interviews.
- Coordinated participant engagement throughout a longitudinal Dscout diary study and contributed to qualitative analysis, interview note-taking, and research synthesis.
- Independently conducted a usability and information architecture audit for a B2B client, identifying friction points and first-time user experience opportunities through heuristic evaluation and competitive analysis.

BallerTV | UX Designer & Researcher

Mar 2019 - Mar 2020

- Identified a major shift in customer motivations—from athlete development to college recruitment—helping influence company positioning, product strategy, and future roadmap decisions.
- Reduced purchase flow completion time by 54.7% (4m 43s → 1m 36s) through research-driven UX improvements and iterative testing.
- Increased subscription conversion by 21% through feature design, validation, and user-centered iteration.
- Uncovered that 68% of user activity occurred on mobile devices, influencing mobile-first priorities and product roadmap decisions.
- Partnered closely with product, design, and engineering teams to translate user insights into product requirements and shipped experiences.
- Established research and testing practices that moved validation earlier in the product lifecycle and improved decision-making across teams.

SKILLS

- **Product Design:** Product Design, Product Strategy, Information Architecture, Systems Thinking, Design Systems, User-Centered Design, Human-Centered Design
- **Research:** UX Research, Customer Interviews, Usability Testing, Research Synthesis, Journey Mapping, Data-Informed Decision Making
- **Technical & AI:** AI-Assisted Product Development, AI Prototyping, Prompt Engineering, Generative AI, React, TypeScript, Engineering Collaboration
- **Tools:** Figma, Miro, Hotjar, Cursor, ChatGPT, Claude, GitHub, Visual Studio Code, Adobe Creative Suite, ProtoPie, Canva

EDUCATION

University of Southern California

Master of Science — Integrated Design, Business & Technology

ArtCenter College of Design

Bachelor of Science — Product Design