Sarah Ohye is a design leader who enjoys building products & teams.

Modal Learning

Founding Designer · August 2023 - December 2024

Design & research lead for 0→1 B2B2C (whew) learning platform with 10x engagement rates over typical learning libraries as well as an 83% course completion rate.

Designed experiences for learning and content platforms, assignments and practice labs, coaching platform, employer admin tools, and new product discovery in the AI learning/enablement space.

Propel, Inc

Design Director · January 2022 - October 2022
Principal Product Designer · April 2021 - December 2021

Co-led strategic 0→1 initiatives to develop new products for SSI/SSDI recipients, driving a 30% increase in direct deposits to our Propel Debit Card.

Designed tools enabling users to easily receive $60M+ in Child Tax Credit payments into their Propel debit account over 6 months.

Developed hiring plans, performance management, and growth strategies for a 6-person product design & research team.

Dave

Lead Product Designer · May 2020 - Nov 2020

Collaborated with leadership to redesign the infrastructure for the Advances product, enabling increased user funding and contributing to the company's IPO as design lead for other key product areas (Infrastructure, Advances, Jobs), increased job applications by 40% and monthly revenue by 300%.

Happy Money

Manager, Product Design · April 2019 - May 2020

Built and managed a product design organization of 4 designers while leading the design of new banking products, including debit and savings accounts, loans, and a custom credit scoring model, leading us to higher approval rates.

Amazon (Goodreads/Kindle)

Senior Product Designer · May 2013 - March 2019

Design lead for Goodreads iOS and Android apps, Goodreads on Kindle tablets, and e-readers. Additionally, with the Kindle design, I worked on Kindle iOS signup, onboarding flows, and Goodreads integration in the Kindle apps.

Hello!

hello@sarah.ooo
sarah.ooo
415-307-9192

Areas of focus

Design direction & strategy
Career management & growth
Team operations and executional excellence
Cross-functional collaboration processes

Hands-on skills

Product & analytics
User research
Design system creation & management
Interaction design
Prototyping (Protopie, Framer, Origami, Figma)
Professional amateur front-end skills
Making shapes in Figma

For fun-sies

Gardening
Pottery
Sci-Fi reading
Toddler wrangling