

Sarah Moss-Horwitz

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Strategic product designer with expertise in UX/UI, user research, and service design. Experience in consumer and enterprise / SaaS products and services, modernizing digital platforms and improving user experiences.

WORK

UX / Service Designer, 18F (US General Service Administration) — San Francisco, CA, Jan 2023 - Present

- **UX lead, beta.weather.gov:** Designed beta site to replace massively bloated weather.gov to support the public and decision makers in making decisions in hazardous weather situations. Ran onsite workshops with stakeholders and users, mapping service experiences across touchpoints using service design blueprints and diagrams. Built and maintained research recruitment panel of 500+ diverse participants, conducted over 200+ research sessions with the public, EMs and forecasters
- **Research guild co-lead:** Planned programming and learning for agency wide research guild, hosting speakers on research practices, training and research best practices documentation

Senior UX Designer, Yohana (Panasonic) — Palo Alto, CA, Oct 2021 - Oct 2022

- Designed AI powered workflows to support Yohana's personal assistant human workforce, reducing avg. task completion and increasing customer engagement.

Senior UX Designer, Nuna Inc — San Francisco, CA, July 2018 - Sept 2021

- Designed claims data based SaaS product from MVP to generalized product to support providers and payers around the US in understanding cost and quality outcomes for patient populations, and reduce cost of administering value based care contracts.
- Led generative research with insurance plans and health systems to inform strategic roadmap decisions
- Co-mentored summer design interns, worked with PMs to structure meaningful projects.

Freelance UX Consultant — July 2017- Dec 2018

Led design strategy and research with a variety of small startups and projects ranging from salesforce applications, data science tools for campaigns, referral care coordination and e-Commerce optimization.

Visual Designer, CrowdRise by GoFundMe — Detroit, MI, May 2017- May 2018

Designed 200+ custom fundraising websites for enterprise non-profit clients.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA - Graduated 2017 with University and College Honors

B.S. Human-Computer Interaction and Decision Science, Minor in Learning Media

TOOLS AND METHODS

Tools: Figma, Framer, Google Suite, Usertesting.com, Optimal Workshop, Mural, Airtable, Qualtrics

Methods: Usability testing, card sorting, wireframing, accessibility testing, survey design, service design