

# SARAH PIPER-GOLDBERG

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- **Diverse Portfolio of Impactful Designs** that change the way users consider and approach everyday problems.
  - **Expert in Organization** of complex, cross-functional projects. Communicates with tech and non-tech employees to efficiently produce quality products.
  - **Champion of Continuous Improvement** with a track record of playing an integral role in large-scale growth at fast-paced tech companies. Creates change through designing and testing solutions to make better products, at scale.
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## EXPERIENCE

### Amazon Web Services

*UX Researcher, March 2017 - Present*

- Currently working on a special projects team at AWS

### Joyable

*Coach Operations Lead, Sept 2016 - Jan 2017*

- Managed cross-functional communications between the Coaching team and all other teams to ensure improvement of coaching processes as the company scaled.
- After conducting user testing and research, partnered with the Product team in an Agile environment to design, test, implement, and train coaches on HIPAA-compliant CRM tool.
- Partnered with Data team to create and run SQL queries to gain insight on baseline metrics and develop dashboards.
- Designed and conducted onboarding and training sessions around new products and processes.

*Coach Lead, March 2016 - Sept 2016*

- Designed and implemented a new coaching protocol to help coaches manage an over 50% increase in client count.
- Defined and implemented coaching leadership management processes.
- Managed teams of coaches.

*Client Coach, Oct 2015 - March 2016*

- Supported a portfolio of 60+ clients while maintaining top engagement metrics.
- Designed client-facing materials.
- Designed, implemented, and led a coaching operations experiment that redefined client-coach interactions.

### Crisis Text Line

*Crisis Counselor Trainer, 2015*

- After serving as a Crisis Counselor with top metrics, selected to train 40 volunteers and was responsible for their induction onto the platform as Crisis Counselors.
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## SKILLS

**Software:** Photoshop, Illustrator, InDesign, Sketch, InVision, Final Cut Pro, Basic HTML & CSS, Google Analytics and AdWords  
**Expertise:** User Experience Design and Research, Program Management, Cross-functional Collaboration, Account Management

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## EDUCATION

Parsons the New School for Design Bachelor of Fine Arts Degree in Communication Design, Dean's List, 2012  
Bard College at Simon's Rock Associate of Arts Degree, with Honors, 2009

### DoSomething.org

*Campaigns Engagement Manager, 2015*

- Created, coordinated, and ran sessions with users to discuss causes they cared about and elicit campaign feedback to increase engagement.
- Planned and facilitated workshops with users to create their own campaigns.
- Analyzed user data to identify new segments to engage.

*Campaigns Manager, 2014*

- Created 50+ campaigns as part of a sprint to grow the library from 25 to 150 campaigns.
- Managed Campaigns Associate.

*Campaigns Associate, 2013 - 2014*

- Conducted research, formulated strategy, and managed the execution of national, online cause campaigns.
- Designed supplemental campaign materials.
- Managed corporate relationships for sponsored campaigns.
- Collaborated with Marketing and Creative teams to create campaign PSAs and celebrity engagement and youth outreach plans.

*Head of Fun, 2012 - 2013*

- Led employee recruiting, hiring, and onboarding.
- Created and promoted office culture.
- Managed college and high school internship programs.
- Authored a chapter about running the college internship program in "The XYZ Factor."
- Managed communication with former employees.

*Graphic Design Intern, 2010 - 2011*

- Designed graphics for cause campaigns and promotional material including: web ads, website wireframes, prototypes, supplemental materials, celebrity PSAs, and large-scale events.