Sadie Forrester

Product Designer · User Insights · Information Architecture

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Product designer with eight-plus years on B2B product teams, bridging clients and technical teams to shape UX decisions and applying user insights to achieve measurable adoption. My titles have been project manager and editorial director, and my work has been design.

SHIPPED PRODUCTS · SOLO

Wut Mutt · iOS *September 2026*

Match a dog's traits to likely breeds from a photo, for curious dog lovers.

- **Designed for the model's limits** — after real-world testing showed weak recognition of poodle mixes, designed a "Poodle + Guest Star" result for low-confidence matches rather than risk an inaccurate breed.

Lemon Pig · iOS *July 2026*

Identify any fruit by name or photo, for shoppers at the market.

- **Search never dead-ends** — after a real-phone test couldn't find rambutan, widened scope so any unknown fruit is identified live, labeled as generated, and logged to grow the next catalog.

EXPERIENCE

Senior Project Manager · Signant Health *Greater Philadelphia · 2021 – present*

Promoted from Project Manager, 2025

- **Shaped UX on mobile medical apps** — as primary liaison between Fortune 500 biotech clients and engineering, translating requirements into design decisions that met compliance and usability standards.
- **Reduced data entry errors** — redesigned user flows with confirmations and smart defaults, identified through close collaboration with developers.
- **Accelerated a six-figure contract and expansion** — walked a first-time healthtech client through the design and delivery process to win their trust.

Editorial Director · Springer Nature *New York · 2015 – 2021*

Promoted from Executive Editor, 2017

- **+66% product usage in one year** — researched residents' content behavior with a professional medical association, shifting product strategy from print assumptions to online user goals.
- **+26% downloads against a 10% goal** — synthesized surveys, usage data, and market trends across a multimillion-dollar portfolio of products.
- **25% faster time-to-market** — guided market analysis and roadmap execution for a new education product.
- **Reversed a declining multimillion-dollar account** — grew it 10%+ by identifying unmet customer needs.

TOOLS & SKILLS

Research & strategy	Qualitative research · Information architecture · Roadmapping · Stakeholder management
Design & prototyping	Figma · Miro · Claude Design · App icon & screenshot design
Technical fluency	HTML & CSS · Jira · Google Analytics · Maze · Claude Code · Xcode · TestFlight · App Store Connect
Writing & specs	Accessible UX writing · Product specifications

EDUCATION

Bachelor of Science, Scientific Communication · *Summa Cum Laude*

York College of Pennsylvania · Minor: World History