



Hi! I'm Sunny Medwed

a design leader & strategist in the Bay Area

By applying empathy, experimenting and challenging assumptions I believe the toughest problems can be solved. I thrive in ambiguity and lead cross-functional teams to untangle complexity using human centered design. A results-oriented leader with 20 years of experience shipping products - I use data, research, an entrepreneurial spirit and a few good jokes to guide co-creation.

I'm also an open water swimmer, plant medicine practitioner and mother of two busy boys. 🙌



EMPATHETIC



CURIOUS



RESILIENT



DRIVEN

Product & UX design strategy

Service design & architecture

Outcome-based product design

Hands-on leadership

Visual storytelling

Elevating design culture

Relationship management

Human experience advocate

📞 415 283 8708

✉️ sunnymedwed@gmail.com

🌐 www.sunnymedwed.com

🌐 [linkedin.com/in/sunnymedwed](https://www.linkedin.com/in/sunnymedwed)

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Principal Product Designer San Francisco · 2020 - present

Led the modernization of Consumer Mobile Payments experience across 4 complex rails with a team of 8 UX designers and researchers. Reinterpreted the disjointed mobile app into a coherent approach for 70 million customers in under 2 months for both iOS and Android.

Led the UX Design Strategy for Wells Fargo's first financial relief offering to improve customer resiliency. Through ethnographic research, an understanding of business imperatives and knowledge of emerging opportunities co-created the long-term vision which includes automation, conversational IA & digital self service. Garnered executive support for the initiative and led the design of the MVP with experimentation and iterative testing.



Lead Product Designer Remote · 2013 - 2015/2018 - 2020

Led the design of mobile app and digital experiences across tourism, government & eCommerce verticals.

Conducted user research to gather insights.



Led the design and implementation of a Web SaaS corporate loan application process for ATB, a major Canadian Bank. Using research to gain an understanding of the 12 unique lender and adjudication audiences I worked with the SME, product, research, engineering and design team to iteratively design, test and deliver - transforming the paper process into a digital experience.



Medwed - Goldman Family CEO San Francisco · 2015 - 2018

Managed operations, experiences & procurement :)

EXPERTISE

FinTech, Health, eCommerce,
B2B, B2C, Incubator, Mobile
Apps, Responsive Web,
Enterprise Applications,
Conversational UI

UX, Visual design, Interaction
design, IA, Customer journey
maps, Roadmaps, Personas,
Prototyping, Mixed methods
research, Service blueprints

Figma, Sketch, Keynote, Adobe
CC, Invision, Zoom, Slack

Remote & Agile teams

TEACHING

Mobile Design Instructor
University of Alberta · Canada

EDUCATION

Bachelor of Design (VCD)
Minor in Bus/Mark
University of Alberta · Canada / UK



Senior Experience Architect Europe / North.A. Remote
2002 - 2006/2009 - 2013

Evolved user centered design discipline & introduced
interaction practice.



Architected a revolutionary digital-only purchase experience
& service design for the first mass-produced electric car -
Nissan LEAF - garnering 90% conversion.



Collaborated with European Adidas team to create a flexible,
scalable structure to consolidate 50 brand, eCommerce and
speciality sites into a single, global experience.



Worked with Saab in Sweden to architect their European
digital experience.



Lead architect for Kaiser Permanente - public & clinical
experiences. Collaborated with leadership to evolve
conceptual model of the digital public presence. Facilitated
rapid design labs to foster stakeholder buy-in and provide
exposure to end users. Completed ethnographic research to
determine outcomes of clinicians and develop the strategy
for the administrative tools.



Collaborated with Best Buy to create their first mobile
shopping experience. Identified emerging QR code
technology as a way to boost in-store customer engagement.



Established Toronto design team for Citibank - laying the
groundwork for a 15 year relationship.



Senior Interaction Designer San Francisco · 2008 - 2009



Collaborated with lean start-up to design & ship a campaign
management application. Acquired by Salesforce shortly after.



Co-founder San Francisco · 2008

Identified an opportunity in the changing music industry and
created a disruptive music service with a full stack engineer.



Interaction Designer Sunnyvale · 2006 - 2008

Lead designer - designed & shipped the first clustered,
localized mobile search app. Collaborated with product to
gather customer data to inform scenarios and define predictive
logic. Worked with engineering to implement & test on the first
iphone and across multiple device classes.

In a lean environment I collaborated with a design leader to
develop a stealth concept for managing mobile campaigns.



Senior Information Architect Israel · 2006



Facilitated visioning sessions with late stage start-up in Israel
to evolve the conceptual model of an enterprise application.
Acquired by HP enterprise shortly after.