

Courtney Sandlin

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professional experience

Courtney Sandlin Design

Freelance Designer

Designing for smaller-scale organizations, startups, and non-profits based in the UK and the US. Recent client engagements have included CanDo's Chatsie & Pop to the Shop along with Project Vesta.

Mar 2020 to Present

United States Remote

United Kingdom Remote

Intuit QuickBooks

Principal Product Designer

Responsible for the strategy and executional design for complex projects within QuickBooks' money offerings (payments, capital, bank account, and payroll) along with leading design teams.

Jul 2019 to Present

New York, New York

Mountain View, California

- Owning the strategy & detailed designs for QuickBooks' money offering's discovery and set up experiences
- Leading a design team to craft onboarding experiences that impact small businesses worldwide
- Led a 35-person design workshop where participants gained a better understanding of their career goals
- Led a payments project that contributed an additional \$1.5 M to the business within 1st week of launch

Senior Product Designer

- Led an in-product discovery project that drives \$300M in services revenue annually
- Led the reimagining of QuickBooks' global product positioning and setup, resulting in a 14 point improvement to PRS (product's all-time high) and a 2 point lift in retention
- Led the global sign up experience, resulting in an additional \$28M in revenue
- Led workshops with 50+ engineers and product managers across the US, UK, and Canada to teach design thinking capabilities and design tools
- Led the UK-payroll experience that resulted in an increase of company setup rate by 47% and a 5 point improvement to PRS (making it the highest engaging product in QuickBooks' global product suite)

Jul 2017 to Jul 2019

Mountain View, California

London, United Kingdom

Interaction Designer

- Led an accounting first time use project that resulted in over \$24M lifetime value

Mar 2016 to Jul 2017

Mountain View, California

DesignMap

Interaction Designer II

Responsible for client engagement, detailed designs, and design documentation

- Led the redesign of Charles Schwab's Equity Award Center
- Created the research strategy to define target users for Insidesales.com

Aug 2015 to Mar 2016

San Francisco, California

Intuit QuickBooks & QuickBase

Design Associate, Rotational Program

Associate of a 2-year rotational development program for new-college graduates with leadership backgrounds

- Led testing efforts to define a new offering for QuickBooks that connects businesses with accounting experts
- Led testing efforts to define a new search model for QuickBase

Aug 2013 to Aug 2015

Mountain View, California

Boston, Massachusetts

external design leadership

Los Altos High School

Guest Design Teacher

Teaching public high school students about design

- Taught 25 students what design is & what a career in design looks like
- Taught 20 National Art Honor Society students design through a project where they went through the design process to create logos for a local boba shop

Mar 2019 to Present

Los Altos, California

DesignLab

Design Mentor

Mentoring up-and-coming designers based in the US

Dec 2018 to Present

United States Remote

User Experience Professionals Association (UXPA)

Design Mentor

Mentoring British designers who are looking to grow their skills & craft

Jul 2018 to Present

United Kingdom Remote

education

University of Southern California

Bachelor of Arts with Cum Laude Academic Honors

- Played water polo on USC's Division 1 varsity team
- Coached the women's water polo club team

Aug 2009 to May 2013

Los Angeles, California