

Sarah Lilith Armstrong

UX RESEARCHER

sarahlilitha@gmail.com
917-301-3925
[Linkedin](#)

Cutting through the noise with sharp UX insights, I clearly convey the importance of research for advanced technologies including GenAI and Cloud, I excel in B2B environments because of my passion for improving workers day to day lives. Grounded in transparency and accountability, I lead by example, mentoring the next generation of UX leaders and championing user-centered ethical design and practical innovation.

ACCOMPLISHMENTS AND SKILLS

- Accustomed to a project timeline of 4–6 weeks, **produce MVP statements in a single day, with iteration cycles measured in hours, not weeks.**
 - For example, in a half day workshop with a client I identified a manual task impacting speed and workflow and scoped an MVP solution. Within 6 weeks, I transform client insights into actionable designs, creating, testing, and refining experiences in collaboration with clients leading to a successful \$423K sale with potential for broader adoption and additional use cases.
- I **leverage expertise in rapid design thinking** and create custom approaches based off the client and project requirements to efficiently build on existing knowledge and **deliver impactful solutions.**
- I **prioritize goals based on client, user, and business value**, applying a “just enough” mindset.
 - I recently compressed a pilot timeline from 7 weeks to 3 weeks to meet a holiday deadline, focusing on key success factors that will secure client purchase. Beyond user benefits and quality-based success metrics, I'm experienced in **demonstrating business value through data-driven calculations**, leveraging industry benchmarks and client insights to provide customizable, impactful metrics.
- I have extensive experience with **IBM's entire enterprise AI software portfolio**, specializing in identifying new use cases, innovative methods, and cross-product integrations to drive value and efficiency.
- I effectively **communicate complex findings to diverse audiences**, including technical teams, end users, and executive leadership, by tailoring visuals and messaging to their specific interests and needs.
 - Recently highlighted the "behind-the-curtain" capabilities of IBM's AI platform to help clients understand and appreciate the value AI delivers.
- I demonstrate **leadership by fostering collaboration within and beyond the team**, mentoring a Band 7 designer, and maintaining supportive relationships with previous mentees. Actively contribute to give-back projects, including stepping in to leadership for a key Client Engineering initiative.

TOOLS

Mural, Miro, Figjam, Qualtrics, Sketch, Figma, JIRA, Trello, Monday, Notion, Excel, Powerpoint, Keynote

ROLES

Pre-Sales Innovation Designer and Researcher
2021 – present

IBM San Francisco, CA

UX Research Consultant
2020 – 2021

Freelance Oakland, CA

Client Relations Manager & UX Educator
2017 – 2020

Ingram Publisher Services Berkeley, CA

Older Experience includes Client Relations Coordinator, Sales & Marketing Coordinator, and Special Sales Representative at Berkeley, CA and NYC-based publishing houses.

EDUCATION

Bachelor of Arts, Philosophy
University of Chicago

UX Design Bootcamp
Flatiron School

The Data Scientist's Toolbox Course
Coursera

Project Management Course
UC Berkeley Extension

26 IBM YourLearning Credentials, including User Research Foundations, Enterprise Design Thinking Co-Creator, IBM Business Framing Practitioner