SABRINA ROSE SADLER

Bothell, WA 98021 **|** (206) 818-6120 **|** sabrina.techx@gmail.com

www.linkedin.com/in/roseresearch **|** https://ssadlerresearch.com

PROFILE

Senior Principal specializing in AI-Driven User Experience and Product Strategy, with over a decade of leadership spanning Fortune 500 enterprises and academic institutions. Proven track record in building and scaling research operations, driving business growth, and advising executives on transformative strategies. Expertise in aligning user needs with business objectives through advanced analytics, interdisciplinary research, and actionable insights. Committed to innovation, with a focus on ROI, metrics storytelling, strategic reporting, and AI-driven user experience optimization.

Executive Leadership | Enterprise Adoption | AI & UX Strategy | Infrastructure Mergers | Tenant Migrations | Strategic Planning & Roadmaps | Advanced Metrics Design | Mixed Methods Research | Agile & Waterfall Methodologies | OKR & KPI Management | Cross-Disciplinary Collaboration | People Management | Vendor Management | Stakeholder Management | Communications Management | Department Development | Operations & Program Management

WORK EXPERIENCE

Principal User Experience, AI Innovation Specialist
Cigna/Express Scripts | Jun 2024 – Present

- Directed UX Research & Development arm for Generative AI, and current AI tools in the SDLC market space, to support the delivery and adoption of relevant AI tools into the company ecosystem.
- Established UX Research & Design, and Market Research practices, building OKRs and KPIs to align business goals with end-user outcomes.
- Led teams in cross-functional collaboration and solidified repeatable processes/templates for applying mixed-methods research design along end-to-end product implementation pipelines.
- Designed AI product roadmaps integrating agile and waterfall methodologies, triangulating market trends, and optimizing E2E tool delivery.
- Saved $50,000+ by optimizing resource allocation and managing contracts with top global AI UX vendors.
- Influenced internal AI adoption content and communications for employee access, training, and utilization.

Senior Advisor, Product Experience & Technology Strategy
Cigna/Express Scripts | Sep 2020 – Jun 2024

- Spearheaded strategic initiatives for technology products supporting over 100,000 employees globally, optimizing user experiences and driving organizational transformation.
- Designed and implemented a Product Experience Architecture to identify risks, streamline dependencies, and enhance productivity across multimillion-dollar projects.
- Led a multi-year, enterprise-wide technology revamp encompassing 12+ services, including Identity and Access Management, software applications, and infrastructure migrations.
- Managed performance metrics (OKRs, KPIs) for 18+ simultaneous projects, ensuring timely delivery and aligning outcomes with strategic objectives.
- Secured a 3x team budget increase through persuasive data-backed proposals and collaboration with senior leadership.
- Championed best practices for technology adoption, establishing a standard operating model to ensure seamless end-user experiences.
- Developed and implemented UX research protocols aligned with industry standards, including surveys, journey mapping, and heuristic evaluations.
- Drove enterprise-wide adoption of technology experience methodologies, resulting in measurable improvements in colleague satisfaction and productivity.

- Earned high acclaim from staff and senior leadership for exemplary people management, conflict resolution, and fostering career growth among junior staff.
- Mentored cross-functional teams on product experience strategies, stakeholder engagement, and data-driven decision-making, strengthening organizational capacity and innovation.

Consultant/Contractor: User Experience Strategy, Research, Data Analytics, and Product Development
September 2016 – August 2020

UNUM Group
- Designed company process for internal persona development, adopted by 36 departments and 9,400 employees; conducted advanced segmentation research with an 86% success rate using outcome-driven innovation.
- Provided expertise in evaluating technology product utilization to optimize efficiency and mentored staff on research design and implementation.

Microsoft
- Directed UX Research for Dynamics365, refining prototypes with quantitative and qualitative methods; developed personas to guide current and future market segments for early product development.
- Led UX Research for Azure Machine Learning to validate automated learning model designs; Conducted 10+ research sessions per week; managed participant research panels with vendor collaboration.

Amazon
- Managed a biometric data collection lab for Amazon Physical Stores overseeing 11,000+ participant collections and exceeding goals by 300%.
- Designed a 25K+ point database to streamline lab operations, reduce participant costs, and supported A/B testing to validate product features.

Appen, Artificial Intelligence and Machine Learning
- Supported six global teams developing AI training tools and onboarded 1,000+ contractors for large-scale data collection projects.
- Transitioned team operations to a new SQL-based platform and improved workflows through efficient content and process management.

NetHope, Global Tech Non-Profit
- Identified 100+ potential donors globally; created real-time database for disaster response and crisis relief.
- Delivered high-value stakeholder profiles to guide leadership strategies and enhanced decision-making with optimized demographic databases.

University of Washington, Bothell, WA
- Applied statistical concepts and thematic analysis to support scientific studies and identify categorical trends for peer review research.
- Conducted independent research on interdisciplinary trends in life science faculty positions during economic instability, finding statistical significance and presenting at Symposiums.

EDUCATION
Master of Arts, Policy Studies | *University of Washington, Bothell, WA*
Bachelor of Arts, Science, Technology, and Society | *University of Washington, Bothell, WA*
Graduated Magna Cum Laude | Golden Key & Tau Sigma Honor Societies

PUBLIC SPEAKING EVENTS
MIT Harvard, School of Broad Institute (2025)
- Women Tech-makers: International Women's Day Celebration- Redefine Possible

UX360 Research Summit (2025)

- Moderator: Integrating AI into US Research
- Panelist: Agile Interlace- Integrating UX Research into Agile Workflows

Cigna Technical Conference (2023)
- Co-facilitator & Presenter: Cigna Colleague Technology Experience Summit 2023, Experience Architecting
- Presenter, Cigna Technical Conference 2022, Human Computer Interaction & Colleague Experience
- Presenter, Cigna Technical Conference 2021, Colleague Technology Persona Development

University of Washington (2016)
- Mary Gates Hall Research Symposium: presented authored research- *"Increase in Interdisciplinarity of Life Science Faculty Positions during Economic Instability"*

CERTIFICATIONS & TRAINING

Strategic Leadership
- WILPower Executive Leadership Program (2025)
- *inFirst* WIN Room Executive Training Program (2024)
- *Dale Carnegie* Leadership Experience (2022)

Tactical Application
- *Prosci* Certified Change Practitioner (2022)
- SQL Bootcamp (2020)

EXECUTIVE BOARD & COMMUNITY VOLUNTEERING

Providence Intervention Center for Assault and Abuse (2018-2024)
- Executive Board: PICAA Advisory Committee, 2020-Current
- Victim's Advocate: Clinical Volunteer and Field Volunteer, 2017-2020

Community Volunteering (2008-2016)
- Fundraising Volunteering, 2014 - 2016
- Food Stability Volunteering, 2008-2013