

Rachel Sadres

SENIOR STAFF PRODUCT DESIGNER

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Senior Staff Product Designer with 20+ years of experience leading user-centered design for complex, mission-critical enterprise products. Known for driving clarity in ambiguous spaces, influencing product strategy, and partnering with Product and Engineering to deliver measurable customer and business impact.

Work experience

Cockroach Labs | 2020-2026

Design lead for CockroachDB Cloud, partnering with Product and Engineering to evolve the platform for enterprise customers. Led end-to-end design across complex initiatives that unlocked 20M+ in revenue opportunities. Defined design processes and patterns that helped the team scale.

- **Sr. Staff Product Designer** · Led design across 5 Product areas spanning disaster recovery, security, reliability, and scale. Partnered directly with customers to understand needs and validate product direction. Examples include: Physical cluster replication, CMEK, private endpoints, pricing and packaging, cluster state and overview. Used AI tools to accelerate exploration, iteration, and validation. Mentored designers and provided design direction across initiatives.
- **Staff Product Designer** · Worked on Cloud features needed to win technical evaluations such as: maintenance windows, billing and invoices, audit log, roles and permissions, and single sign-on. Improved NPS audience to ensure 100% of scores were from target customers.
- **Sr. Product Designer** · Worked on Cloud features needed to bring Cloud up to parity in the market such as: backups, cluster scaling, and adding Azure cloud provider.

Appnexus / Xandr | 2012-2020

Lead designer for features on the online advertising platform used to buy and sell online advertising in real time. End-to-end design for features like campaign troubleshooting, seller revenue insights, and object creation workflow.

- **Sr. UX Designer** · Worked on buyer features such as campaign insights and creative management. Owned the component library (Lucid) used to decrease time to release features by 20%.
- **UX Designer** · Worked on seller features such as revenue dashboard and prebid to increase seller revenue by 10%.
- **Technical writer** · Created product and API documentation for internal and external audiences to enable users to learn complex features and minimize support tickets.

Interbrand | 2000-2012

Lead designer for flagship product used to automate branded materials. Designed customized software solutions for enterprise clients including AT&T, HSBC, TD, RSA, Enterprise Rent-A-Car, and SAP, accounts representing 65% of annual revenue. Progressed through several roles: Graphic Designer, Product specialist, and Sr. Product Designer.

Capabilities & Tools

Enterprise UX (security, permissions, reliability)	Figma, Adobe suite
Design systems & design ops	AI-assisted design & prototyping
Cross-functional leadership	JIRA, Confluence
Data-informed decision making	Datadog, Looker, Heap
OOUX	Metrics (NPS, CES, SUS)

Education

Yeshiva University | Bachelor of Fine Art & Graphics. Joint program with Fashion institute of Technology