

Sara Lohr

Senior Product Designer | AI Products | SaaS | Growth | Design Systems

[Portfolio Link](#)

ABOUT I'm an independent, technically capable product designer with 10+ years shipping SaaS products, with recent focus on emergent AI products and tools. I take work from strategy through launch and beyond, leading design direction, prototyping in code, partnering closely with engineering to ship, and then studying the result once in customer hands.

- EXPERIENCE**
- Shortcut** Lead Product Designer 2022–present
- Led 0 → 1 design for Korey.ai, an AI-powered product management platform within the Shortcut portfolio, from concept through launch. Defined product vision, information architecture, navigation, onboarding, billing, and core AI workflows while partnering closely with executive leadership, product, and engineering.
 - Established the product's design system, interaction patterns, and overall user experience strategy, enabling rapid iteration in a fast-evolving AI market.
 - Designed and launched Sub-tasks, Shortcut's most-requested feature, introducing a new hierarchy layer that expanded planning capabilities while preserving workflow simplicity.
 - Redesigned reporting experiences to surface actionable insights and improve visibility into team performance and delivery trends.
 - Led the evolution of Docs from an early prototype into a fully integrated product experience connected throughout the Shortcut platform.
- TeamSnap** Senior Product Designer 2017–2022
- Drove a 21% increase in new teams on web and 17% on iOS through iterative A/B testing, redesigning team creation to reduce friction without sacrificing paid conversion.
 - Increased conversion to paid by 40% through multiple rounds of plan page testing with price anchoring, layout changes, and premium positioning.
 - Cut mobile plan page abandonment by 60% and lifted conversion 6% by redesigning the mobile payments experience with a freemium entry point that reduced drop-off.
 - Led end-to-end redesign of B2B sports org registration and checkout flow, validating UX through multiple rounds of user testing.
 - Built and maintained a scalable design system used across the product.
- Cloud Four** Front-End Designer 2015–2017
- Designed and built responsive design systems and front-end experiences for enterprise clients, creating scalable component libraries and production-ready implementations.
- PECI** Senior Designer 2012–2015
- Designed and built client deliverables for national energy companies.
- Wallfisch Designs** Founder and Owner 2008–2012
- Founded and operated a web and branding consultancy serving small businesses.

STRENGTHS Product Strategy · Design Systems · User Research · AI Prototyping · Experimentation