RÉSUMÉ

Savannah Chase

Product design leader in growth and health tech who pairs strong craft with systems thinking, building the design operations, documentation, and team rituals that let fast-moving orgs ship consistently.

ROLE

Product Design Manager

LOCATION

Gainesville, FL

EMAIL

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LINKEDIN

in/savannah-chase

Core competencies

DESIGN LEADERSHIP & OPS

- People management & 1:1 coaching
- Design intake & workflow
- Team facilitation
- Cross-functional alignment
- Stakeholder management

PRODUCT DESIGN

- End-to-end UX/UI
- Conversion rate optimization
- Interaction design & prototyping
- A/B testing
- SaaS & DTC

RESEARCH & STRATEGY

- Continuous discovery
- User interviews
- Insight synthesis
- Problem framing
- Outcome-focused design

SYSTEMS, AI & TOOLS

- Design systems & tokens
- Documentation standards
- AI-enabled workflows
- Figma, Linear, Jira
- HTML/CSS

Experience

Noom

SEP 2025 – PRESENT

Design Manager, Growth Design

Promoted from Senior Product Designer to Design Manager within roughly eight months.

- Lead a team of designers with adaptive, individualized 1:1 coaching tuned to each report.
- Launched a recurring Growth Design team ceremony for shared problem-solving across projects.
- Built the Product Design intake system and workflow from the ground up, giving Growth Design a single, predictable path for prioritizing and routing design requests.
- Standardized the team's Figma templates and documentation system, cutting rework and making work easier to hand off and scale.
- Contributed to Noom's Nova design system, including token architecture, for consistency across product surfaces.
- Serve on an agentic workflow task force, bringing AI workflows to the wider organization; share learnings with the design and product teams and build reusable AI skills that give designers repeatable leverage.
- As Senior Product Designer, designed Health Check, a net-new buy-flow that opened a customer segment Noom previously could not serve, and delivered the Insurance Checker on a fast turnaround.

Dentsply Sirona (formerly Byte)

OCT 2021 – AUG 2025

Product Designer to Sr. Product Designer, Growth Lead

- Led growth-focused design across Byte's marketing site, driving first-stage conversion-rate improvements of up to 18% through targeted UX enhancements.
- Directed the website platform migration end to end, from stakeholder interviews to implementation, improving performance and simplifying content management.
- Established and led continuous discovery, running user interviews that shaped feature prioritization.
- Chaired the Design System Quorum, a cross-functional design and engineering task force that set scalable standards and reduced design inconsistencies.
- Acted as the bridge between engineering, product, and design leadership in an Agile environment.

SharpSpring

JAN 2020 – OCT 2021

User Experience Designer

- Designed user-centric experiences in a SaaS marketing-automation platform, partnering across product, design, and engineering.
- Refined the product design lifecycle using Figma and Jira, improving design quality and design-to-engineering alignment.

Venerate

JAN 2018 – SEP 2021

Graphic & Web Designer (Contract)

- Managed retainer-client projects end to end: brand identity, marketing collateral, packaging, web, and photography.

Savvy Chase Design

NOV 2011 – NOV 2020

Graphic & Web Designer (Self-Employed)

- Ran design projects for private clients: brand identities, websites, SEO, and print collateral.

Education

Florida State University · BFA, Graphic Design · Tallahassee, FL · 2011