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Charles Sanderson

Product Design Leader

Summary

Product design leader who shapes products, brands and the teams behind them. At PrePass I am unifying separate products into one platform on a design system I initiated, for 80k customer accounts, and leading a team of contract designers. I design for enterprise and government settings where accessibility is required, and support the mobile and in-vehicle experience as it grows from 1,000 to 50,000+ users. I work from field research in working scalehouses to shipped UI, prove the result with data, and keep asking whether each step needs to exist at all.

Experience

Staff UX Design · PrePass

2021 – Present

[Product design](#) · [UX strategy](#) · [Design leadership](#) · [Team leadership](#) · [Accessibility](#)

- Lead the design team: managed a direct report, and now direct a bench of contract designers, working hands-on beside them on some projects and setting the quality bar through design critique on others, while coaching them to question assumptions and own their decisions.
- Drove UX strategy across self-service enrollment, tolling analytics, fleet management, and internal operations, connecting customer needs with product architecture and measurable business outcomes.
- Improved enrollment outcomes through data-informed UX and experimentation, achieving an 18.5% booking rate versus 10.6% for the legacy experience, with median account-creation time dropping from 34.1 hours to 12 minutes for customers completing independently.
- Built a scalable, multi-brand design system with 61 components, 2,217 design tokens, 790+ automated tests, and integrated accessibility standards, establishing reusable infrastructure for consistent product experiences.
- Influenced cross-product architecture and design governance for the Unified Fleet Management Portal, establishing shared UX patterns and reusable components across product teams.
- Transformed tolling dashboards into actionable decision-support experiences, helping customers understand spend, savings, disputes, violations, and anomalies while establishing behavioral analytics to measure engagement.
- Made accessibility a built-in requirement: new products meet WCAG 2.1 AA, as state-government partners require for services used in their facilities and scalehouses, with the standards built into the design system and checked automatically.
- Led discovery and workflow analysis across customer-facing and internal operational tools, including field research in working scalehouses, identifying usability and accessibility failures, challenging legacy assumptions, and guiding solutions that reduce cognitive load and operational friction.

Key skills

UX & PRODUCT

User research, Usability testing, Interaction design, Information design, Wireframing & prototyping, Design systems, Accessibility (WCAG 2.1 AA), Data visualization, Competitive analysis, Product strategy

LEADERSHIP

Design team leadership, Design critique, Coaching & mentoring, Contractor management, Agile delivery, Stakeholder presentations

BRAND & CONTENT

Creative direction, Art direction, Branding, Copywriting, Editing, Marketing automation, SEO / SEM, Bilingual (Spanish)

RESEARCH & ANALYTICS

User testing, A/B testing, Funnel analysis, Mixpanel, Site analytics, Field research

SOFTWARE & CODE

Figma, Zeplin, Adobe Creative Suite, HTML, CSS, JavaScript, WordPress, Drupal

Education

A.A. Visual Communication

Collins College

Advanced Certification

Art Instruction School: art theory, art history and the elements of design

A few extras

- ◆ Taught English in Peru and explored South America.
- ◆ Accomplished fine artist and illustrator.
- ◆ Speaks English and Spanish.

Creative Director · Cyberscout

2015 – 2021

Product design · UX strategy · Design leadership · Marketing · Contractor management

- Improved the UI and UX of the SaaS product platform in an agile partnership with the implementation team, supporting higher sales and customer retention.
- Led two rebrands and the corporate identity for a company in five countries with 130+ employees, through its 2021 acquisition by private equity.
- Directed a contract design and copy team of three to six across corporate marketing and several verticals.
- Rebuilt and maintained the corporate website using analytics and best practices, averaging 12% traffic growth a year.
- Ran B2B lead generation through video, podcasts, webinars and white papers, and co-managed Marketo with Salesforce integration.

♦ Gardener and antique book collector.

References and work samples available upon request.

Freelance Designer · Various clients

2011 – 2018

Web UI and information design · Marketing design · Print design

- Designed and built websites, packaging, branding, catalogs and multi-channel marketing campaigns for companies across industries and for full-service agencies.

Art Director · Monex Group

2013 – 2014

Marketing design · Email marketing · Web design

- Drove B2B lead generation through quarterly email campaigns managed in Eloqua.
- Built multi-channel campaigns: PPC landing pages, postcard mailers, banner ads and monthly website promotions.

Earlier experience

Publication design · Art direction · Writing · Product design · Entrepreneurship

- Art Director & Writer, Latino Perspectives magazine: designed and built a monthly print and web publication, won Arizona Press Club awards for layout and cover art, and wrote three books.
- Cofounder & Art Director, FireDrum: built a web design and email marketing company, including a self-service platform for clients to run their own campaigns.

Selected projects

Twigzy, a botanical encyclopedia

Search & filtering UX · Information architecture · Data modeling

- Designed search and filtering that makes 524,864 plant taxa findable by two very different users: someone holding a leaf they can't name, and a botanist who needs sourced, citable facts across 115 filterable fields.