

Sierra G Johnson, she/her

Design Leader & Strategist

sierra.g.johnson@gmail.com | (480)980-7346 | sierragj.com



SUMMARY

Strategic, systems-minded design leader with 10+ years in UX, service design, and DesignOps. I specialize in scaling design impact, maturing operational systems, and aligning Product, Engineering, and Business teams. Known for clarity, facilitation, and operational rigor that improve workflows, documentation, and team cohesion.

EXPERIENCE

H-E-B

Practicing Design Manager, Design Activation: *April 2025 – Present*

Senior-Staff Product Designer, Design Operations: *July 2022 – April 2025*

- Co-founded and built the Design Activation (dAct) team to scale design impact for non-design teams; defined team structure, cadences, and operating norms.
- Led creation of a department-wide Design Single Source of Truth (SSOT), delivering a new IA, best-practice guides, and reusable templates; updated 50 pages, created 35, archived 72, and re-homed ~120.
- Expanded SSOT to the full Digital org (2,000+ employees), serving as SME for IA, contribution workflows, foundational resources, and an implementation roadmap for 11,000+ pages.
- Delivered a career development toolkit for ~100 designers, including guides, templates, and resources used in performance cycles and mentorship.
- Built and scaled a cross-org mentorship program supporting 100+ participants, improving career clarity and peer/leader development.
- Standardized design documentation across 13+ design teams, reducing search time and improving end-to-end experience cohesion.
- Facilitated strategic workshops for 20+ design leaders (Managers–Directors), aligning on principles, goals, and org-wide vision.

USAA

UX Designer III-I: *January 2018 – July 2022*

Design Intern: *May 2017 – August 2017* **IT Intern:** *May 2016 – August 2016*

- Led human-centered research and modernization efforts across multiple lines of business; projected to increase self-service for 2.5M+ users by 14% and reduce representative engagement by 43%.
- Directed modernization of Medicare supplement and 529 investment applications, improving user retention by ~12%.
- Designed an investing account servicing experience and patented digital form, reducing submission time by ~29%.
- Conducted research identifying key opportunities across seven Health product lines impacting ~480,000 users.
- Reduced Design/IT rework by 36% by creating templates and collaboration models for cross-functional teams.
- Directed four learning communities/events reaching ~3,400 employees; increased design-led education by 13% and attendance by 32%.

Print & Imaging Lab

Premedia & Production Specialist: *January 2018 – July 2022*

- Managed customer relationships and media; designed and prepped print materials.
- Built an organizational system improving delivery consistency and customer satisfaction by 8% across ~790 customers.

EDUCATION

Nielsen Norman Group (NN/g) UX Certification
2021

SAFe® Agile Certified
USAA, 2018

Graphic Information Technology
Arizona State University, 2017

SKILLS

UX & Service Design

- UX research
- Usability testing
- Interaction design
- Prototyping
- Service design
- Accessibility
- Inclusive design
- Iterative design

Leadership & Enablement

- People leadership
- Change management
- Program management
- Skills allocation
- Cross-functional alignment
- Facilitation/workshopping
- Communication & storytelling

DesignOps & Systems

- DesignOps strategy
- Design systems governance
- Process optimization
- Workflow design
- Documentation systems
- Knowledge management
- Operational maturity

Tools & methods

- Figma, Miro, Adobe, Sketch
- Usertesting.com, UserZoom
- Notion, Confluence, Jira
- HTML/CSS/JS
- Agile, SAFe, Scrum