

# Lachelle D. Talbot

Product Design Leader

Sacramento, CA | Open to Hybrid / Remote

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I lead through seeking alignment, design and systems thinking, and helping teams move forward with clarity and confidence. Drawing on nearly two decades of experience across software development, UX, enterprise systems, and product strategy, I help organizations navigate complexity, build capability, and deliver meaningful business outcomes. My approach combines strategic leadership, scalable systems, and human-centered design to strengthen teams, accelerate decision-making, and create lasting impact.

## Core Expertise

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### Leadership

Design Leadership & Team Development • Coaching & Mentorship • Executive Communication & Influence • Organizational Design Maturity • Cross-Functional Alignment

### Product Design

UX Design & Strategy • Design Systems Architecture • Workflow & Systems Modeling • UX Research + Data Analysis • AI-Enabled Design Workflows • Design Operations & Scaling Practices • Accessibility

## Experience

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Williams Sonoma, Inc. / San Francisco, CA / Lead UX Designer

2021 – Present

Over time, my role has evolved from leading individual product initiatives to shaping how design operates across a complex enterprise organization. I lead design strategy across a 10-brand ecosystem, partnering with Product, Engineering, Operations, and executive stakeholders to align teams, simplify complexity, and deliver customer and business value at scale.

- **Led UX strategy and execution for a multi-brand shopping cart re-platform**, partnering across Product, Engineering, and brand stakeholders to align requirements, customer needs, and technical implementation across 10 brands. Initial MVP testing increased revenue (+4.6%), revenue per visitor (+5.7%), average order value (+5.2%), and cart-to-checkout progression (+3.0%).
- **Mentored designers across multiple domains**, introducing scalable design practices, critique frameworks, and AI-enabled workflows that strengthened design quality, team effectiveness, and organizational design maturity.
- **Led the re-architecture of the enterprise design system**—defining token strategy and modular component frameworks to support multi-brand theming, partnering closely with engineering to ensure durable front-end implementation, and working with brand teams to build understanding and adoption.

Williams Sonoma, Inc. / San Francisco, CA / Senior UX Designer

2019 – 2021

I led UX strategy for customer-facing and enterprise initiatives spanning e-commerce, loyalty, credit, account management, in-store experiences, and supply chain platforms, partnering with Product, Engineering, Marketing, Store Operations, and executive stakeholders to align teams, reduce complexity, and deliver solutions that balanced customer needs with business objectives.

- **Led a product design team through the replatforming of the Wedding & Baby Registry experience** across web and iOS, guiding UX strategy, design direction, mentorship, and cross-functional alignment. Through coaching, design critique, and collaborative decision-making, I helped designers grow while driving a shared vision across a complex enterprise environment.

StreamSend / Sacramento, CA / Lead UX Designer

2013 – 2018

Partnered directly with the CEO to define product direction for a SaaS email marketing platform, translating customer research, competitor analysis, and journey mapping into opportunities for growth and usability improvements. Led UX strategy for a proprietary drag-and-drop Email Builder, introducing scalable design systems and guiding engineering implementation through reusable patterns and customer-centered design principles.

VSP / Sacramento, CA / UX Designer

2012 – 2013

Led discovery and interaction design efforts for Find a Doctor, Eyeconic, and insurance claims initiatives, using field research, journey mapping, and stakeholder interviews to improve customer experiences and operational efficiency. Advocated for UX across the organization through workshops and presentations that increased awareness of customer-centered design practices.

- **Identified and championed improvements to a legacy insurance claims experience**, leading discovery efforts that uncovered customer and operational friction. Findings informed a customer-centered strategy that improved satisfaction, reduced negative public reviews, and generated measurable annual operational savings.

Kleinfelder / Sacramento, CA / Sr. Web Developer to UX Designer

2002 – 2009

Began as a software developer designing enterprise applications, search infrastructure, and customer-facing web experiences for a global engineering organization. Seeing an opportunity to improve how products were conceived and delivered, I developed the business case for the company's first formal UX practice—researching the discipline, defining the role, and securing executive support to introduce customer-centered design methods, discovery practices, and strategic UX thinking across the organization.

## Education

### Full Sail University

B.S., Web Design & Development

A.S., New Media Communications

## Technical Fluency

Figma / Claude / Codex / Cursor / Visual Studio Code

HTML / CSS / JS / React

Tailwind / Storybook / Github

Adobe Analytics / QualMetrics / User Zoom