

LINDSEY SPERBER

SENIOR PRODUCT DESIGNER

Seattle, WA | lindseysperber@gmail.com | 312.522.2675 | lindseysperber.com (PW:WorkWithLindsey)

Senior Product Designer with 8+ years of experience driving end-to-end design strategy for complex, large-scale systems. Specialized in AI integration, cross-functional leadership, and translating ambiguous challenges into accessible, human-centered solutions. Proven track record at Xbox, leading the design of conversational interfaces and AI-enabled features to deliver equitable, high-engagement experiences for 500M+ users globally. Holds an MS in Information Design and Strategy from Northwestern University.

PROFESSIONAL EXPERIENCE

LEAD PRODUCT DESIGNER

Microsoft – Xbox (Contract) | Seattle, WA

10/2024 – 06/2026

- **Led end-to-end product design** for conversational and embedded Xbox AI features across PC, handheld, console, and mobile, increasing in-game task resolution 20% for 500M+ active users.
- **Defined reusable interaction patterns** for AI discovery, trust, and transparency, creating a shared foundation for future Xbox gaming experiences.
- **Aligned product management, engineering, and research** on product direction, balancing player needs with technical constraints to move concepts from early ambiguity toward launch.
- **Evolved and scaled the core Xbox design system** by building accessible UI components, streamlining design-to-engineering workflows, and mentoring junior designers to support ecosystem-wide consistency.

SENIOR PRODUCT DESIGNER

Microsoft – Xbox (Contract) | Seattle, WA

01/2023 – 06/2024

- **Led end-to-end design** for Gaming Support as a Service, creating a studio-agnostic UX framework that enabled partner integration, increased problem resolution 21%, and reduced support costs 33% within six months.
- **Defined global Trust and Safety UX principles** and designed a centralized Trust Center that enabled players to manage complex privacy settings with confidence across the Xbox ecosystem.
- **Led 0-to-1 UX strategy** for an internal AI-powered content design assistant and translated generative AI capabilities into intuitive workflows. The resulting tool became an organizational priority.

PRODUCT DESIGNER

Accenture (Contract) | Seattle, WA

05/2021 – 08/2022

- **Co-designed the VR onboarding experience** within a 32-person cross-functional team, scaling user flows for a global program serving 100,000+ new hires annually.
- **Co-led learning experience design** across five internal products, contributing to an 18% increase in overall user engagement within three months.
- **Independently conducted VR/AR usability research** and co-facilitated design thinking workshops, translating accessibility data into recommendations that contributed to 23% higher task accuracy and 19% faster completion times.

PRODUCT DESIGNER

VIPKid (Contract) | Chicago, IL

08/2019 – 01/2021

- **Designed digital learning tools and onboarding workflows** to prepare a global network of 50,000+ educators to use the platform.
- **Used platform analytics and direct teacher feedback** to iterate on core product features and reduce friction in lesson preparation.

PRODUCT DESIGNER

Independent Contractor | Chicago, IL

09/2017 – 05/2021

- **Delivered targeted UX improvements and rapid prototypes** for clients including 5+ Fortune 500 companies.
- **Facilitated stakeholder workshops and usability testing** to align business requirements with user needs and product direction.

OTHER EXPERIENCE

ESL TEACHER

VIPKid (Contract) | Chicago, IL

02/2016 – 01/2021

- Instructed 500+ international students, adapting communication and learning strategies in real time to meet diverse individual needs.

ANCHOR, REPORTER, EXECUTIVE PRODUCER, RADIO PERSONALITY

WAMU, WJXT-TV, WFCF, FCTV | Washington D.C., Jacksonville/St. Augustine, FL

08/2011 – 05/2016

- Investigated and produced daily segments for 4 broadcast networks, including **NPR in Washington, D.C.**, conducting hundreds of interviews and synthesizing complex information into compelling narratives.

EDUCATION

MASTER OF SCIENCE IN INFORMATION DESIGN & STRATEGY

Northwestern University | Chicago, IL | 4.0 GPA

05/2020

BACHELOR OF ARTS IN COMMUNICATION, MINOR IN ADVERTISING

Flagler College | St. Augustine, FL

05/2015

PROFESSIONAL DEVELOPMENT

USER INTERFACE DESIGN

CareerFoundry

DESIGN THINKING BOOTCAMP: HUMAN-CENTERED DESIGN

IDEO

DESIGN THINKING BOOTCAMP: PROTOTYPING

IDEO

HOW TO DESIGN FOR AUGMENTED AND VIRTUAL REALITY

Interaction Design Foundation (IxDF)

See all certifications and credentials on [LinkedIn](#)

CORE COMPETENCIES

PRODUCT DESIGN

0-to-1 product strategy, interaction design, information architecture, prototyping, design systems, accessibility (WCAG)

AI AND EMERGING INTERFACES

Conversational UX, generative AI UX, human-AI interaction, multimodal UX, AI trust and safety, prompt and template systems, knowledge-grounded generation, AI-assisted prototyping

LEADERSHIP AND RESEARCH

Cross-functional leadership, stakeholder alignment, design facilitation, mentoring, mixed-methods research, usability testing, heuristic evaluation, accessibility research

TOOLS

Figma, Figma Make, Cursor, Claude, Codex, Replit

AWARDS

ACCENTURE NEW JOINER EXPERIENCE: BRINGING VR TO ONBOARDING AT SCALE

Brandon Hall Awards | Contributor | 2021 | Two Gold and one Silver