

Sawyer Hildebrandt

sawyerhildebrandt.com

hildesaw@gmail.com

(608) 514-6467

Senior Designer with 10+ years of experience leading product and brand initiatives within marketplace e-commerce. Experienced in mobile app design, search UX, product and brand design systems, high-impact campaign creative, and email marketing.

Work Experience

Reverb – Senior Product Designer / Design System Android Specialist

Nov 2024 - Dec 2025

- Led UI/UX design for Reverb's Discovery Experience team, focusing on search UX, personalization, and product marketing
- Established design vision for the future of Reverb's mobile search experience, serving as the northstar for multiple buyer experience-oriented product teams
- Helped app users more easily compare items on the marketplace by designing a new comparison tool
- Reactivated a dormant revenue stream by modernizing Reverb's deprecated Software buying flow
- Increased local pickup orders by enhancing location-based shopping tools for buyers
- Conducted moderated interviews and concept testing with users under the direction of UXR Lead
- As Design System Android Specialist:
 - Co-defined the vision for Reverb's multi-platform design system,
 - Built and maintained mobile component and variable libraries in Figma, improving cross-team design consistency and reducing production time
 - Partnered with Android engineers to develop best practices and introduce new Material components to the Reverb app
 - Accelerated workflows for other mobile designers by writing guidelines and documentation

Reverb – Product Designer

June 2023 - Nov 2024

- Led UI/UX design for Reverb's Affordability and Buyer Experience teams
- Helped ship Dark Mode on the Reverb apps by auditing and updating high-traffic screens, defining and managing mobile color tokens, collaborating with Marketing leads on the go-to-market strategy
- Designed the end-to-end buyer and seller experience for a new Thank You coupon feature that helped sellers drive repeat purchases
- Created documentation to help onboard new designer to team during restructuring

Reverb – Senior Brand Designer

Nov 2020 - June 2023

- Led creative direction for Reverb's Black Friday, Cyber Monday, and other key seasonal sale campaigns, streamlined production pipeline and stakeholder review processes
- Accelerated email marketing capacity and reduced production time by developing email templates capable of generating dynamic, personalized content

- Led the design and spatial layout of Reverb's 2023 NAMM booth, translating the Reverb brand into a large-scale physical and interactive experience for the industry's largest trade show
- Established quantitative basis for Reverb's Brand Design direction by planning and executing creative A/B tests across email, paid media, and internal content delivery platforms
- Contributed to Reverb's Brand Design system by developing brand guidelines, documentation, assets libraries, and creative templates
- Owned direction and execution of multi-channel integrated marketing partnerships with leading musical instrument brands like Fender, Gibson, and Moog
- Assisted in the hiring, onboarding, and mentoring of four junior designers

Reverb – Brand Designer

Sep 2015 - Nov 2020

- Designed and coded HTML email templates for content newsletters, seasonal sales, and seller communications
- Directed and photographed photoshoots for brand creative, partner campaigns, and artist features
- Created artwork and designs for a wide variety of physical merch, including branded shirts, product packaging,
- Produced animation assets for video, paid marketing, and email
- Created editorial illustrations and layouts weekly for Reverb news articles
- Trained design team members in email design best practices

Midwest Digital Marketing – Graphic Designer / Content Specialist

May 2012 - Jun 2015

- Designed identity materials, print collateral, social media graphics, and digital ad creative for clients across a wide range of industries and scales
- Designed and developed WordPress templates for client websites
- Managed and wrote for client social media accounts and blogs

Education

University of Wisconsin-Madison – BS, Life Sciences Communication

Graduated 2012

- Coursework in Design Principles, Web Design, Print Design, Writing, and Marketing
- Additional minor in Environmental Studies