

Sandy Best

UX Designer

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Experience

UX Designer DaySmart Nov 2021 - Present	Partnered with Product, Engineering, and CX to identify top workflows, reducing churn and aligning roadmap priorities across DaySmart's four verticals, Salon, Pet, Spa, and Body Art. Designed a mobile-first booking flow in Messenger, boosting adoption and response times. Introduced time-blocking to improve scheduling accuracy and operational flow. Served as a RISE DEI committee lead, driving inclusive initiatives and cross-team engagement.
UX Designer Time to Pet Oct 2024 - Present	Owned major UX initiatives for DaySmart's pet care platform, serving pet sitters and boarding facilities. Led a full UX audit that uncovered key usability gaps and guided a redesign adopted by leadership. Launched a flag-based filtering tool that empowered large pet care businesses to organize staff by region. Standardized pet types to unlock personalized onboarding and pricing features. Co-created a UX Review process now used by the mobile team to support consistency and user focus.
UX Designer DASH Aug 2023 - Aug 2024	Redesigned the primary navigation for DaySmart's recreation product, improving discoverability and usability for admins and new users. Validated success through testing with 50+ admins, showing higher task success and fewer support issues. Designed GL code and budget tools with Finance and PMs, improving data accuracy and compliance. Used iterative prototyping to align design with business needs and real user workflows. This role deepened my experience designing for complex workflows in a service-oriented platform.

Education

CareerFoundry Dec 2020 - June 2021
Completed User Experience Design certification which consisted of 2 case studies and 500 hours of instruction.
Midwestern State University 2013- 2015
Bachelor's Degree, Spanish Language and Literature

Skills

Adobe XD	Pendo	Design Systems	Dev Handoff
Sketch	Jira	WCAG 2.2	User Interviews
Figma	Agile / Scrum	JTBD Framework	Product Discovery