

Sarah Denton

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Head of Product Design & Customer Success

Product design leader who ships **end-to-end UX across mobile and web**, from customer discovery through production launch. Now owning **design, marketing, and customer success** across a three-product portfolio, with work live in UK regenerative-agriculture and US conservation programs.

EXPERIENCE

HiveTracks — Head of Product Design & Customer Success FEB 2021 - PRESENT

HiveTracks makes three products: the HiveTracks mobile app for backyard beekeepers, HiveTrack Pro, a web app for advanced hobbyist and professional beekeepers, and HiveTracks Bio for biodiversity monitoring. Promoted to Head of Product Design & Customer Success in Feb 2026, expanding scope to marketing and customer success strategy across the portfolio.

HiveTracks Bio — Led end-to-end UX/UI for a biodiversity-monitoring PWA capturing plant & pollinator data, from customer discovery to production launch. Live with UK regenerative-agriculture programs, Skyview Enterprises, University of Minnesota Bee Squad, and a US real-estate development partnership.

HiveTrack Pro — Redesigned the homepage and designed the Analytics tab (launched 2026), improving data accessibility for web-based beekeeping management clients.

AI Voice Inspection — Leading UX/UI design for an AI-powered voice inspection feature, currently in beta.

Impact — Drive continuous improvement across mobile and web apps using product analytics in Amplitude alongside customer interviews and usability testing, contributing to App Store 4.8★ / Google Play 4.6★ and an NPS of 8.25 (Apr 2026).

Marketing — Assumed full marketing ownership after a team transition; created and executed multi-product campaigns, newsletters, and webinars across beekeeping product lines.

Customer Success — Maintain customer relationships through 1-on-1 support, discovery interviews, and product feedback sessions.

DESIGN

User research & discovery

Personas & empathy maps

User flows & journey mapping

Wireframing & prototyping

Interaction design

Design systems

Usability testing

Accessibility (WCAG)

Data-informed design

RESEARCH

Customer interviews

Surveys & comparative analysis

Prototype validation

Affinity mapping

TOOLS

Figma (+ AI) Adobe CC Linear

Amplitude Ortto Notion

EXPERIENCE, CONT.

AID-CSB — UX/UI Designer

FEB 2021 - 2022

Conducted 1-on-1 user interviews and synthesized findings into user flows and high-fidelity prototypes, tested with 30+ beekeepers to localize a mobile beekeeping app for Uzbekistan and Ethiopia.

310TUTORS — Educational Director & Hiring Manager · Santa Monica, CA

OCT 2015 - JUL 2020

Hired, trained, and managed a part-time team of tutors, owning interviewing, onboarding, and ongoing performance.

Directed day-to-day operations of the center as the liaison among parents, students, and tutors; matched students to the right tutor and built personalized learning plans for diverse needs including dyslexia, dysgraphia, and ADHD.

SELECTED PROJECTS

HiveTracks Mobile App

Live beekeeping app on the App Store and Google Play. 4.8★ App Store · 4.6★ Google Play · NPS 8.25.

HiveTrack Pro

Web platform synced with the HiveTracks mobile app. Full design lifecycle including the 2026 homepage redesign and Analytics tab.

HiveTracks Bio

Biodiversity-monitoring app for plant and pollinator data recording. Deployed in UK regenerative-agriculture pilots and US conservation partnerships.

PRODUCT & STRATEGY

Product strategy

Product analytics (Amplitude)

Roadmap planning

Customer success

Marketing campaigns

QA & feedback sessions

AI & AUTOMATION

ChatGPT / Claude AI agents

Figma AI

LANGUAGES

C# in progress

EDUCATION

Springboard

UX/UI Design Certification · 2020

700+ course hours · 1:1 expert mentorship · 4 portfolio projects

University of Oklahoma

M.S. Library & Information Studies · 2013

M.A. Professional Writing · 2009