

Sara Bou Zeid

UX design lead with 7+ years in enterprise SaaS, specializing in procurement and spend management. At Coupa, I've grown and mentored design teams, driven AI design strategy, and owned products scaled to 40+ enterprise customers. A former national athlete and coach, I lead with empathy, resilience, and a proven ability to build high-performing teams.

Work Experience

Lead UX Designer @ Coupa JUL 2025 - PRESENT

Leading Coupa's AI design strategy and growing the team to deliver the company's first AI Agent Builder, setting the UX vision, directing execution, and partnering with Product and Engineering to manage the design and systems backlog within an agile/scrum process.

Senior UX Designer @ Coupa MAR 2022 - JUL 2025

Sole design lead for Coupa's SCC suite (Purchase Orders, Inventory, and Forecast Collaboration), working directly with Product and Engineering on roadmap prioritization and driving 30% higher adoption and 25% customer growth in the first six months, scaling to 40+ customers in under three years. Grew the team by mentoring two designers, shifting focus to strategic design leadership.

UX Designer @ Coupa FEB 2020 - MAR 2022

Designed across core procurement products: Invoices, Requisitions, Purchase Orders, Payments, and Suppliers, collaborating with Product and Engineering and conducting user research with customers and prospects, deepening expertise in enterprise procurement.

Associate UX Designer @ Coupa DEC 2018 - JAN 2020

Began my UX career at Coupa, contributing to core procurement products and developing foundational skills in enterprise UX design.

Education

Professional Certificate, UX Design @ UC Berkeley Ext.

2017 - 2018 | ONE YEAR IN-PERSON PROGRAM

B.B.A., Marketing @ University of San Francisco

2012 - 2016 | GPA 3.87 (SUMMA CUM LAUDE). D1 WOMEN'S VOLLEYBALL TEAM

Contact

[linkedin.com/in/sarabouzeid](https://www.linkedin.com/in/sarabouzeid)

sara.staengle@gmail.com

+1 (415) 463-9388

Skills

- UX Strategy
- Leadership & People Management
- Stakeholder Management
- Cross-functional Collaboration
- Interaction Design
- User Research & Usability Testing
- Agile/Scrum & Backlog Management
- Zero-to-one Product Design

Tools

- Figma products
- Jira/ Confluence
- Google Suite

Domain Expertise

- Enterprise SaaS
- Spend Management
- Procurement
- AI/ML Product Design

Leadership Experience

- Design Team Mentor, Design Lead
- Volleyball Coach, Team Captain
- National Player Team Germany