Stephanie Lawrence
UX & PRODUCT DESIGN

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💼 EXPERIENCE

Senior Product Designer
dbt Labs | Sept 2022 - May 2025

- Led the design of the dbt Cloud developer experience, driving iterative improvements that boost NPS scores, elevate user satisfaction, and enhance retention.
- Collaborated with cross-functional teams to refine and update the design system, ensuring coherence across multiple product updates.
- Partnered with product management and engineering to align product, technical, and user needs through the review of mockups, prototypes, and user research for effective product enhancement planning.

Senior Experience Designer
Adobe | Aug 2021 - Aug 2022

- Led design and research efforts for the Creative Cloud plugin marketplace, and spearheaded effort to make the plugin development experience more accessible to creative users
- Researched and led effort to improve the plugin developer experience, and worked with cross disciplinary partners to improve the experience of creating Creative Cloud plugins, including documentation, tooling, and developer workflows
- Developed prototypes for testing and presentation purposes, identified design requirements, analyzed feedback to refine designs, prepared detailed reports on design frameworks and project planning

Product Designer, Senior Product Designer
CircleCI | Jun 2020 - Aug 2021

- Developed innovative design solutions for pricing and admin account experiences by collaborating with cross-functional teams, effectively presenting UX strategies to leadership to enhance user understanding and drive growth.
- Analyzed user behavior with internal data analysts to inform product goals and optimize long-term tracking of usage and adoption metrics.
- Led the overhaul of the design system by creating comprehensive resources in Figma and championing the establishment of a specialized frontend development team.

Senior Product Designer
Vox Media | Apr 2019 - May 2020

- Spearheaded product enhancements and new features for the Chorus CMS by translating complex business and user needs into impactful, user-centric design solutions.
- Developed comprehensive user flow diagrams, wireframes, and prototypes, facilitating effective design reviews and usability evaluations with cross-functional teams to optimize product updates and elevate the design system.
- Collaborated closely with product management to define strategic product requirements, designing a streamlined video content management experience that significantly increased workflow efficiency and ease of use.

UX Designer/Researcher
Uncommon Goods | Apr 2017 - Dec 2018

- Provided guidance on the implementation of quantitative and qualitative UX research methodologies with the product organization, and conducted analyses to uncover design opportunities and enhance product functionality.
- Coordinated design efforts and facilitated workshops to innovate digital and physical customer experiences, driving improved usability and customer satisfaction.
- Created user interfaces for new e-commerce checkout experiences, and collaborated with visual brand designers to elevate the shopping experience, resulting in increased positive customer feedback and conversion rates.

Interaction Designer
The Home Depot | Nov 2016 - Mar 2017

- Created designs for a new web-based internal data management tool, resulting in minimized friction, enhanced efficiency, and streamlined coordination in finance and pricing processes.
- Conducted user research and collaboratively designed with end users, resulting in alignment between multiple departments on product vision.
- Used iterative prototyping and design to align with engineering and product management on design decisions and project planning.

UX Researcher
Fors Marsh Group | Aug 2015 - Oct 2016

- Conducted user research to identify usability challenges and develop actionable design recommendations for digital projects at CFPB, the National Cancer Institute, and various government organizations.
- Designed prototypes, user flows, wireframes, and site maps in collaboration with product teams, delivering comprehensive qualitative and quantitative analyses to present data-driven solutions for improved user experience.
- Presented data-driven solutions and identified usability challenges for digital tools used for internal operations and public engagement, resulting in increased user engagement.

📑 TALKS & ARTICLES

Lesson learned: looking at more than one metric to inform your designs
Talk at Hotjar Ecommerce UX Lightning Talks

KPIs in Context: Working with Analytics to Better Understand User Behavior
Talk at ReCON 18

UX Lessons from a Survey Research Career
Article at UX Collective

Design Ethics: Inclusivity in the Design Process
Talk at AlterConf 2017

Design Ethics In Practice
Article at The Interconnected

🎓 EDUCATION

MA in Communication
University of Massachusetts - Amherst | 2015

BA in Psychology
Harvard University | 2008

🛠 SKILLS

- UX design
- Product design
- UX & usability research
- Interaction & UI design
- Prototyping
- Data analytics
- Front-end development

🔧 TOOLS

- Figma, Adobe Creative Suite, Affinity
- UserTesting, Optimal Workshop
- JIRA, Notion
- Visual Studio Code, Github
- HTML/CSS/JS, Tailwind
- Storybook, Chromatic, Zeplin
- Datadog, FullStory, Looker