

# Stephanie Haron

## Sr. Product Designer

(Contract, perm, temp-to-perm)

🌐 [stephanieharon.com](http://stephanieharon.com)

🔒 Password: Brooklyn2oiZ

✉️ [design@stephanieharon.com](mailto:design@stephanieharon.com)

📞 832.867.2944

Innovative and results-driven Senior Product Designer with a progressive career spanning over 20 years. Expert in transforming digital landscapes through user-centered design, combining strategic analytics with creative problem-solving to deliver impactful user experiences. Proven track record in leading UX projects and driving business success in diverse industries, including Fortune 500 and Fortune 100 companies.

### Professional Experience

{ [Additional experience on page two](#) }

#### KelseyCare Health Plans

Sr. Product Designer, Contract | 2023–2024

- Pioneered a transformative UX redesign of the website, fusing modern design principles with enhanced usability to redefine user interaction.
- Orchestrated usability testing with participants, gathering critical insights that forecast a substantial boost in user engagement and satisfaction.
- Cultivated strategic partnerships with stakeholders, merging design innovation with business needs to sculpt an advanced user experience framework.
- Streamlined the design-to-development workflow, ensuring smooth execution and deployment of UX designs.

#### Publicis Sapient

Sr. Product Designer, Contract | 2022–2023

##### Jenny Craig Account

- Championed user-centered enhancements within a multi-disciplinary team, markedly improving the web app's functionality and aesthetic appeal.
- Crafted and refined designs and prototypes, setting a new standard for the Jenny Craig web application's user interface.
- Implemented strategic layout changes based on stakeholder and team feedback, leading to a more user-focused design anticipated to significantly enhance client satisfaction.

##### Edward Jones Account

- Led a pivotal UX overhaul for gated content, directly resulting in a 3.4% surge in user engagement in just one month.
- Spearheaded UX initiatives across digital platforms, unifying the user experience and elevating brand consistency in multi-platform campaigns.
- Collaborated effectively with copywriters and content strategists, striking a balance between compliance and design solutions.
- Worked alongside an Accessibility Specialist and integrated legal directives from Edward Jones, achieving a harmonious blend of compliance and innovation.

### Tools

Figma	InDesign
Sketch	Illustrator
InVision	Photoshop
Miro	SaaS
Mural	WordPress

### Skills

User Research & Testing  
Information Architecture  
Prototyping  
User-Centered Design  
Accessibility Standards  
Design Systems & Standards  
Data Analysis

### Education

#### Parsons School of Design

User-Centered Design (UX/UI)  
Certificate

#### Harvard Extension School

Evidence-based Nutrition  
Certificate

#### The Art Institute of Houston

Graphic Design, AAS

### Awards & Recognition

MarCom Creative Awards  
Platinum Winner

Featured as an "Alumni Success Story" in Art Institute publications

## **Expedia Group**

Sr. UX/UI Designer, Contract | 2021–2022

- Led user-centered design for the Learning Team, crafting engaging training modules that elevated employee engagement by 10% in three months.
- Guided stakeholders in optimizing online learning platforms, integrating visual clarity with impactful messaging to enhance user learning experiences.
- Strategically addressed user pain points, steering design decisions towards a balance of user satisfaction and business excellence.

## **Insperity**

Sr. UX/UI Designer, Contract | 2019–2021

- Crafted a user centered, mobile-responsive landing page, boosting closed deals by 166% and discovery calls by 115%, earning a nomination for the 2021 American Marketing Association Crystal Award.
- Oversaw the integration of branding standards across digital touchpoints, including web pages and social media, enhancing the user interface and experience in various formats like infographics and presentations.
- Collaborated cross-functionally with developers and, harmonizing branding with user-centric design principles, ensuring seamless usability across desktop and mobile platforms.

## **Diverse Industry Experience (2003-2019)**

### **Art & Auction Services**

Sotheby's

### **Finance & Banking**

AllianceBernstein

Bank of America

Barclays

BNY Mellon

Cambridge Savings Bank,  
Harvard Square

Guggenheim Partners

J.P. Morgan Chase

Moody's Analytics

### **Health & Pharmaceuticals**

KelseyCare Health Plans

Tufts Health Plan

### **Consulting & Professional Services**

Boston Consulting Group

Proskauer Rose (*Law Firm*)

### **Real Estate**

CBRE

### **Education**

Columbia University

Massachusetts College of  
Pharmacy and Health Sciences

Suffolk University

### **Retail & Consumer Goods**

Macy's

### **Sports & Entertainment**

Major League Baseball

Major League Soccer

NBCUniversal

### **Technology & Digital Services**

IBM Watson

### **Communications & Public Relations**

Bloomberg Philanthropies

Jack Morton (*Global Brand  
Experience Agency*)

Juice Pharma

Ketchum Digital (*Digital  
Communications*)

Marina Maher Communications