

Stephanie Haron

Sr. Product Designer

(Perm, temp-to-perm, long-term contract)

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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, enhancing user engagement, and driving business success in diverse industries, including Fortune 500 and Fortune 100 companies.

Professional Experience

{ Additional experience on page two }

TIAA

Sr. Product Designer, Contract | Jan 2024 – Present

- Forge strategic partnerships with stakeholders, marrying design innovation with business objectives to continuously refine the user experience frameworks.
- Support usability testing sessions to extract actionable insights, projecting significant increases in user engagement and satisfaction.
- Cultivate collaborative relationships with stakeholders, aligning design innovations seamlessly with overarching business goals to enhance the overall UX strategy.
- Enhance the design-to-development workflow to promote more seamless implementation and ensure successful deployment of UX designs.

KelseyCare Health Plans

Sr. Product Designer, Contract | 2023–2024

- Orchestrated a transformative UX redesign of the company's website, integrating advanced design principles with enhanced usability to significantly improve user interaction.
- Conducted usability testing, gathering critical data that anticipated substantial increases in user engagement and satisfaction.
- Developed strategic partnerships with stakeholders, merging design innovation with business needs to advance the user experience framework.
- Streamlined the design-to-development process, facilitating smooth execution and deployment of UX designs.

Tools

Figma	InDesign
Sketch	Illustrator
Miro	Photoshop
Mural	SaaS

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

Publicis Sapient

Sr. Product Designer, Contract | 2022–2023

Jenny Craig Account

- Championed user-centered enhancements, improving web app functionality and aesthetics; innovated the user interface design, elevating the overall customer experience.
- Conducted iterative design and testing cycles, refining user flows and interfaces based on real-time user feedback, leading to enhanced usability and satisfaction.
- Collaborated with engineers and product managers to ensure technical feasibility and timely implementation of new design features.

Edward Jones Account

- Led a significant UX overhaul for gated content, achieving a 3.4% increase in user engagement within just one month through strategic interface enhancements.
- Guided a cross-functional team in the development of unified UX strategies across digital platforms, increasing consistency and strengthening brand identity.
- Integrated accessibility and compliance considerations into design processes, collaborating closely with legal and accessibility specialists to ensure adherence to the latest standards.

Expedia Group

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

- Led the redesign of internal training modules for the Learning Team, focusing on user engagement strategies that resulted in a 10% increase in employee interaction.
- Advised on the optimization of learning platforms, enhancing the interface design for better clarity and engagement, thus improving the effectiveness of educational content.

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 brand integration across multiple digital channels, ensuring a cohesive user experience that aligned with corporate branding guidelines and enhanced user interaction.

Diverse Industry Experience (2003-2019)

Finance & Banking

AllianceBernstein
Bank of America
Barclays
BNY Mellon
Cambridge Savings Bank,
Harvard Square
Guggenheim Partners
J.P. Morgan Chase
Moody's Analytics

Art & Auction Services

Sotheby's

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