

Stephanie Haron

Sr. UX/UI Designer

(Long-term contract, perm, temp-to-perm)

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Innovative and results-driven Senior UX/UI 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 major 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](#) }

KelseyCare Health Plans

Sr. UX/UI Designer, Contract | 2023–Current

- 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. UX/UI Designer, Contract | 2022–2023

Jenny Craig Account

- Championed UX/UI enhancements within a multi-disciplinary team, markedly improving the web app’s functionality and aesthetic appeal.
- Crafted and refined UI mockups 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, resulting in a more user-focused design that significantly improved 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/UI 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 innovative 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. Visual 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.

Insperty

Sr. Visual 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