

STEPHEN DUNFORD

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SUMMARY

Senior UX Designer with 6+ years of experience in enhancing digital experiences across tech, fashion, and entertainment sectors. Proven ability to lead user experience strategies and design initiatives that significantly improve user engagement and drive business growth. Demonstrates strong analytical skills to diagnose user behavior and implement effective solutions, driving significant business growth and customer satisfaction.

Experience fostering collaborative environments and mentoring design teams to embrace innovative approaches and best practices. Skilled at aligning UX strategies with business objectives to ensure a cohesive and impactful user experience across all digital platforms.

SELECTED EXPERIENCE

Clothing Tech LLC Senior UX/UI Designer

2022 – 2024

Led a cross-functional team in developing a 3D AI software application for fashion designers, focusing on digital marketing strategies and UX/UI design principles. Oversaw the complete overhaul of UX strategies, focusing on increasing engagement and improving user satisfaction across digital platforms. Developed and implemented innovative UX/UI designs, working closely with Product and Development teams to ensure seamless user interactions. Acted as a key liaison between cross-functional teams, integrating efforts across design, marketing, and sales to enhance overall brand image and digital presence. Utilized advanced wireframing and prototyping techniques to refine user interfaces and enhance user experience.

Key Achievements:

- Increased weekly user interactions from 40 to 1500, significantly boosting web traffic and engagement metrics.
- Successfully integrated key application features, resulting in the acquisition of 3 new beta clients.
- Initiated and led a digital marketing campaign generating 300 unique leads in 6 months and increasing customer base.

Self-Employed UX Design Consultant

2020 – 2022

Clients: Run Free Trainings, Starship Technologies, All Bodies Yoga Pilates, The Nature's Whispers

Conducted in-depth user research and audits to identify critical pain points and optimize user journeys across multiple platforms and services. Implemented innovative design solutions that significantly improved user interaction and streamlined the customer journey, focusing on mobile and web applications. Facilitated stakeholder meetings and provided strategic insights to guide the direction of UX/UI projects, ensuring alignment with business objectives.

Collaborated with developers and marketing teams to execute designs that enhance user engagement and promote brand consistency across all touchpoints.

Key Achievements:

- Overhauled website UI/UX, increasing client acquisition by over 50 unique clients post-implementation for a website serving 200k+ visitors.

- Reduced app transaction times from 5+ minutes to under 1 minute, increasing sales conversions 12%.
- Enhanced lead generation from 1 to 5 weekly through targeted user research and website optimizations contributing to a 400% increase in lead conversion rate.

Sharif Designs
Senior Designer

2017 – 2021

Directed the creation and implementation of all digital marketing materials and e-commerce site designs, leading to significant improvements in user experience and sales conversions. Managed relationships with overseas teams to ensure timely and budget-compliant product development, from initial concept through to final market launch. Spearheaded major brand redesign projects, redefining the company's digital presence and aligning it with contemporary market trends. Played a pivotal role in the strategic planning and execution of digital advertising campaigns, significantly enhancing product visibility and consumer reach.

Key Achievements:

- Increased annual sales to 5m through strategic enhancements to the e-commerce platform.
- Developed and executed digital campaigns that increased product visibility and effectively communicated brand identity, contributing to 2x in online consumer traffic.
- Upgraded B2B and B2C e-commerce shopping experiences, resulting in a 300% increase in company sales post-redesign.

OTHER PROFESSIONAL EXPERIENCE

Drag Queen Tours Founder & UX/UI Designer

The Betesh Group Senior Designer

Perry Ellis Graphic Designer

EDUCATION

Fashion Institute of Technology Master's in Global Fashion Management

Drexel University Bachelor of Science in Fashion Design

General Assembly Certificate in UX Design Principles

KEY SKILLS & TOOLS

Skills: User Experience Design, User Interface Design, Project Management, Cross-Functional Collaboration, Digital Design, E-Commerce Optimization, Customer Journey Mapping, User Research, Data Analysis, Wireframing, Prototyping, Graphic and Visual Design, Content Marketing, Fashion Retail, Merchandising, Product Design, Agile Methodologies

Tools: Adobe Creative Suite, Figma, Webflow, HTML/CSS, Axure RP, Zeplin, Git, Canva, Sketch, JavaScript, Unity, Unreal Engine

Interests: Art, Fashion, 3D Design, E-commerce, Beauty, Travel, and Decoration