

STEPHEN DUNFORD

Product Designer

6 years of experience in E-commerce, SaaS AI digital space. I help brands create intuitive, data-driven design experiences that simplify complexity, strengthen ROI, and uphold the brand's authenticity and integrity.

dunforddesign@gmail.com

linkedin.com/in/stephen-dunford/

www.stephendunford.com

347-303-7775

EXPERIENCE **Product Designer | UX/ UI, Freelance Consulting** 02/2021 – Present

- Increased web traffic by 200K+ through end-to-end design and optimization of mobile and web experiences for eCommerce platforms.
- Improved lead generation and conversions by 400% by shaping product strategy, updated or created design systems with user-centered design thinking and strong business insight.
- Boosted sales conversions by 12% through a strategic redesign of the payment platform and user flow using a booking platform and tour website.
- Contributed to a scalable design language by developing systems.

Senior Product Designer | UX Researcher, Clothing Tech LLC 04/2022 – 03/2024

- Led innovative complex product solutions that secured Fortune 500 clients for a 3D AI SaaS application.
- Drove design decisions that generated attracted 1,500+ unique weekly: revamped onboarding, dashboards, and payment dashboard to ensure brand consistency across digital platforms.
- Aligned cross-functional teams in design decisions including designers, product managers, engineers, copywriters, and sales to deliver high-quality, innovative digital experiences to deliver cohesive, high-performing design system solutions using Jira, Azure, Microsoft Office, Figma, and Adobe Creative Suite.

Product Designer, Sharif Designs 05/2017 – 02/2021

- Crafted the UX/UI strategy for a fashion eCommerce platform, resulting in a 300% increase in sales and doubling online traffic following a full website overhaul.
- Championed design through clear communication and cross-functional collaboration—presenting work, articulating rationale, and inspiring teams with fresh, impactful ideas.
- Defined and implemented typography, iconography, spacing, photography, color palettes, illustrations, and product director with Art Director and Creative team to develop copy, and developing brand consistency.
- Applied storytelling, visual design, interaction design, and product thinking to deliver intuitive, high-conversion experiences aligned with business goals.

Accessory and Apparel Designer 11/2003 – 12/2021

BRANDS: Sharif Designs, Firenze Bella, Tory Burch, Isaac Mizrahi, Sam Edelman, Vince Camuto, Baby Phat, Apple Bottoms

- Led end-to-end product design initiatives across the apparel and accessories industry, from concept through launch by utilizing market research and sales analytics to updated product designs: redefining typography, iconography, photography, color palettes, trending items, and web/ product launches.

SKILLS and TOOLS

Design & Research: Product Designer, Curiosity, UX/UI Design, Human-Centered Design, User Research, Wireframing, Prototyping, User Testing, Accessibility, Design Systems, Branding, Storyboarding, Motion Graphics, WCAG Guidelines
Collaboration & Strategy: Mentoring, Cross-Functional Team Collaboration, Design-Led Workshops, Storytelling, Design Thinking, Agile Methodologies, Client-Facing Presentations,
Tools & Software: Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft PowerPoint, Figma, Miro, Web flow, Axure RP, Zeplin, Unity, Unreal Engine, Shopify, Basic HTML

EDUCATION **UX Design Principles | General Assembly** **Masters in Business Management | Fashion Institute of Technology** **Bachelor of Science in Fashion Design | Drexel University**