

STEPHEN DUNFORD

dunforddesign@gmail.com

linkedin.com/in/stephen-dunford/

www.stephendunford.com

347-303-7775

Product Designer

Designing intuitive, end-to-end experiences that drive retention, loyalty, and product excellence. Skilled in Experienced in Small business, eCommerce, AI, and SaaS.

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

- Grew site traffic by 200K+ through end-to-end design and optimization of mobile and web experiences for small businesses and eCommerce platforms.
- Increased 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.
- Bought products to life and working cross collaboratively with design team to evolve and contribute to a scalable design language.
- Developed multiple websites on Wix, Squarespace, and Shopify utilizing WCAG 2.1 AA Guidelines.

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

- Led innovative complex product initiatives that secured six new Fortune 500 clients for a 3D AI SaaS application.
- Released over 2 Dozen features
- Drove design decisions that generated 300+ leads in six months and attracted 1,500+ unique weekly visitors; revamped onboarding, dashboards, and payment dashboard to ensure brand consistency across digital platforms.
- Work alongside cross-functional teams including product managers, engineers, copywriters, media creators, and other designers 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.
- Define and implement 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, UX/UI Design, Human-Centered Design, User Research, Wireframing, Prototyping, User Testing, Accessibility, Design Systems, Branding, Storyboarding, Motion Graphics, WCAG 2.1 AA 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