

Stephen Dunford

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I am a UX/UI Designer, specializing in Ai, eCommerce, and SaaS applications. Proven ability to craft data-driven, user-centered experiences for mid-sized company or mission-driven startup in B2B or D2C, to drive user-centered results through collaboration and a focus on the entire user journey.

EXPERIENCE

Sr. UX/ UI Designer | Clothing Tech LLC

04/2022 – 03/2024

- Collaborated with tech, product, and business teams to enhance a 3D AI SaaS application made for fashion design experts.
- Developed and followed UX/UI standards, enhancing design consistency across platforms.
- Facilitated workshops with product and engineering teams to align goals and ensure smooth project delivery.

Key Achievements:

- Boosted user interactions from 40 to 1500 weekly, increasing engagement and web traffic.
- Delivered design enhancements that contributed to acquiring 6 new beta clients.
- Led a digital marketing campaign that generated 300 unique leads in 6 months.

UX/ UI Designer | Dunford Design LLC

02/2021 – 04/2022

- Developed mobile and web experiences for small businesses and startups in sectors of travel booking platforms, landing and sales pages, food delivery, eCommerce, to find user challenges through detailed research and created UX/UI solutions that enhanced usability and user satisfaction.
- Conducted user research and test prototypes to learn what people need and how they feel about our product. Share the results to help the team understand better.
- Plan, manage trade-offs, and create user experiences that ensure our products make a real impact.

Key Achievements:

- Increased client acquisition by 50+ clients post-implementation of new website designs, serving over 200k visitors.
- Reduced transaction times by over 80%, leading to a 12% increase in sales conversions for a mobile app.
- Enhanced lead generation and conversion rates by 400% through targeted user research and website optimizations.

User Experience Designer | Sharif Designs

05/2017 – 02/2021

- Directed UX/UI design for the fashion e-commerce platform, enhancing user experience through testing and design iterations.

- Aligned customer needs with business goals, ensuring a balance between company and team priorities for strategic direction and impactful results.
- Made informed product placement decisions through ambiguity and uncertainty in a changing economy.
- Collaborated with sales and product management to strategize product direction.

Key Achievements:

- Achieved a 300% increase in company sales post-website redesign.
- Developed digital campaigns that doubled online consumer traffic.
- Enhanced the company's digital presence, aligning it with current market trends and user expectations.

Freelance Designer | Global Brands Group 02/2017 – 04/2018

Senior Accessory Designer | Accessory Exchange 11/2012 – 09/2016

Senior Designer | Perry Ellis 11/2010 – 12/2011

- Collaboration across cross-functional teams
- User-centered design thinking
- Leading design projects from concept to market
- Managing timelines and product lifecycles

.EDUCATION

Masters in Business Management
Fashion Institute of Technology

Bachelor of Science in Fashion Design
Drexel University

SKILLS & TOOLS

- UX/UI Design, Human-Centered Design, User Research, Wireframing, Prototyping, User Testing, Accessibility, Design Systems
- Cross-Functional Team Collaboration, Design-Led Workshops, Storytelling, Design Thinking, Agile Methodologies
- Figma, Sketch, Adobe Creative Suite, Webflow, Axure RP, Zeplin, Unity, Unreal Engine

INTERESTS

Generated Ai, Commerce, Fashion, Accessibility and Inclusion, 3D Design, E-commerce, Beauty, Travel, Family/ Dogs,