Lena Stefani

SENIOR PRODUCT DESIGNER

Contact

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Education

DEPAUL UNIVERSITY
Master of Science in Human Computer Interaction
On Hold

MARQUETTE UNIVERSITY
Bachelor of Science in Information Technology
and Marketing
2016

Tools and Methodologies

TOOLS
Figma · Axure · Sketch · Adobe Illustrator · Adobe XD · Miro · VoiceOver · Webflow

SKILLS & METHODOLOGIES
Jobs to Be Done · A/B Testing · Contextual Inquiry · Wireframing · Prototyping · Personas · Card Sorting · Ideation · Journey Mapping · User Interviews · Usability Testing · Participatory Design · Agile · Mobile Design · Responsive Design

Certifications

UX CERTIFICATE
Nielsen Norman Group
2019

CPACC CERTIFICATION
IAAP
2019

OWNER
CONTRAST COWGIRL LLC | *DECEMBER 2024 - PRESENT*

SENIOR UX/VISUAL DESIGNER
LENNAR | FEBRUARY 2024 - PRESENT
Own all designs for virtual buying and selling experiences, including new checkout program allowing users to start a home purchase online and buyer-facing sales presentation.
- Reduced spending by over $400,000 per year by redesigning digital sales presentation for sales reps in different markets across the country.
- Increased conversion by 500% to sell over 500 homes online in second year of program through new features and user experience improvements.
- Increased checkout exposure by 185% by implementing abandoned cart product loop.

Work with user research team to conduct regular moderated and unmoderated research with both external and internal users.
Conduct regular A/B testing of designs across the website in collaboration with cross-functional product and data teams.
Mentor senior and junior designers on design and research best practices.

SENIOR PRODUCT DESIGNER
PUBLICSQUARE | JUNE 2022 - JANUARY 2024

PRODUCT DESIGNER
SHIPBOB | MAY 2021 - JUNE 2022
Worked between four agile teams to create KPI-driven designs and run research on merchant-facing app and warehouse management systems.
Expanded existing research to include unmoderated usability testing in tandem with moderated user interviews, resulting in fewer, shorter iteration cycles on designs.
- Redesigned new user onboarding flow resulting in 24% increase in form submission and 20% increase in conversion.

Organized cross-functional effort to incorporate accessibility into regular workflows by coordinating across various groups, leading training and creating relevant support documentation.

PRODUCT DESIGNER
TASTYTRADE | JANUARY 2021 – MAY 2021

PRODUCT DESIGNER
TD AMERITRADE | NOVEMBER 2019 – JANUARY 2021
Created responsive designs for thinkorswim Web, a web-based companion application to thinkorswim desktop active trading application.
Worked within agile team of product owners, offshore and onsite developers, and quality assurance analysts to conduct daily and weekly releases of new functionality.
Presented designs to trader and design teams to gain stakeholder buy-in and align user experience with other applications within thinkorswim product suite.
Moderated weekly interviews with users to gain insight into product usage and conduct usability testing on prototypes.
Created customer insights repository to organize and distribute research artifacts.
Coached new hires on team processes and interview moderating best practices.
Performed regular accessibility audits with screen readers and interviewed disabled users to ensure that platform is accessible for all users.
Conducted whiteboarding and ideation sessions with internal stakeholders to determine feature scope, assess risk and wireframe design ideas and user flows.
Understood users' mental models surrounding trading and trading applications to create journey maps for specific personas and design frameworks around these models.

UX/UI DESIGNER
ULINE | OCTOBER 2018 – OCTOBER 2019