

● Stephanie Haron

Sr. Product Designer

Leads UX and UI across complex, high-stakes products in regulated environments. Brings structure to ambiguous problems by shaping product direction, aligning teams, and driving delivery from discovery through launch. Work across Fortune 100 and 500 organizations has driven measurable impact, including an 80% enrollment lift and a 25% reduction in delivery time.

Professional Experience

Bank of America — Sr. Product Designer (Contract)

Aug 2025 – Present

Lead UX and UI across multiple Zelle initiatives spanning iOS, Android, and web within BofA's Payments ecosystem.

- Shape product direction across Zelle experiences on native and web through prototyping and user testing insights
- Drive alignment across product and engineering, balancing technical constraints and partner requirements
- Guide design exploration to inform decisions, reduce ambiguity, and scale solutions
- Define scalable component patterns adopted across new product initiatives within a system-driven environment

TIAA — Sr. Product Designer (Contract)

Jan 2024 – Sept 2024; Jan 2025 – June 2025

Directed UX and UI for a new B2B initiative during a platform migration to AEM, contributing to a homepage redesign that increased enrollment by 80% and reduced bounce rate by 41%.

- Built a structured handoff system that reduced delivery time by 25% and improved consistency
- Established a scalable Figma organization model to improve clarity and speed across teams
- Partnered with senior marketing and business stakeholders to adapt experiences to evolving user and business needs

Invited back for a second engagement to continue leading UX and UI across expanded B2B initiatives.

J.P. Morgan Chase — Sr. Product Designer (Contract)

Sept 2024 – Dec 2024

Designed internal tools supporting communication between small business clients and service teams within structured, system-driven workflows (NDA restricts additional details).

- Led discovery sessions to identify communication gaps
- Audited internal tool usage to identify friction points across complex client-facing and operational environments
- Delivered UX recommendations that streamlined key interactions and supported more consistent, efficient service

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Expertise

- Design leadership & end-to-end ownership
- Product direction & UX strategy
- Enterprise & regulated environments
- Information architecture & systems
- Scalable component architecture
- Accessibility (WCAG 2.1)
- Stakeholder alignment & communication
- Design delivery & handoff

Design Tools

- Figma
- Adobe Creative Suite
- Miro

AI-assisted Design Workflows

- ChatGPT
- Claude
- Copilot

Awards & Recognition

- **MarCom Creative Awards**
Platinum Winner
- **Art Institute Alumni Recognition**
Featured "Alumni Success Story"

Education

- **Parsons School of Design**
User-Centered Design (UX/UI)
Certificate
- **The Art Institute of Houston**
Graphic Design, AAS

KelseyCare Health Plans — Sr. Product Designer (Contract)

Jan 2023 – Feb 2024

Led a full B2B website redesign focused on lead generation, resulting in a 20% increase in qualified leads.

- Consolidated 30+ pages into five high-performing pages to streamline navigation and reduce user friction
- Reworked site architecture and layouts using insights from usability testing to support clearer paths to conversion
- Partnered with marketing and business leads to align content, functionality, and design with strategic growth objectives

Publicis Sapient — Sr. Product Designer (Contract)

Feb 2022 – Feb 2023

Jenny Craig Account

Led the redesign of the Menu Builder app for mobile users, increasing meal planning efficiency by 30%.

- Simplified filtering and selection flows to support mobile-first interactions
- Delivered a mobile-first MVP ahead of schedule, adapting to evolving business priorities

Edward Jones Account

Built a responsive gated content system that drove \$80K in new revenue through improved lead conversion.

- Shaped UX and UI strategy across platforms to strengthen consistency and usability
- Integrated accessibility and compliance requirements into design workflows

Expedia Group — Sr. UX/UI Designer (Contract)

Sept 2021 – Jan 2022

Redesigned internal learning modules, increasing completion rates by 20%.

- Led user testing to validate comprehension and identify content gaps
- Refined interaction patterns to support faster, more intuitive learning experiences

Insperty — Sr. UX/UI Designer (Contract)

May 2019 – Jun 2021

Created a responsive lead generation experience recognized with a 2021 AMA Crystal Award nomination.

- Boosted closed deals by 166% and increased discovery calls by 115%
- Applied branding standards across 100+ assets spanning web, social, and print
- Partnered with developers and UX teams to align design with usability, accessibility, and performance goals

Prior Experience

2003–2019

Art & Auction Services

Sotheby's

Communications & Public Relations

Bloomberg Philanthropies

Jack Morton

Ketchum Digital

Marina Maher Communications

Universal McCann

Consulting & Professional Services

Boston Consulting Group

Proskauer Rose

Education

Columbia University

Massachusetts College of

Pharmacy and Health Sciences

Suffolk University

Finance & Banking

AllianceBernstein

Bank of America

Barclays

BNY Mellon

Cambridge Savings Bank,
Harvard Square

Guggenheim Partners

J.P. Morgan Chase

Moody's Analytics

Health & Pharmaceuticals

KelseyCare Health Plans

Tufts Health Plan

Real Estate

CBRE

Retail & Consumer Goods

Macy's

Sports & Entertainment

Major League Baseball

Major League Soccer

NBCUniversal

Technology & Digital Services

IBM Watson