

● Stephanie Haron

Sr. Product Designer

I lead UX efforts in complex environments where clarity and speed matter. I've helped Fortune 100 and 500 teams boost enrollment, improve lead conversion, and cut delivery timelines, including a 25% reduction in handoff time. I bring structure to messy projects and design thoughtful experiences that work for users and teams alike.

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Professional Experience

(Cont'd on page two)

TIAA

Sr. Product Designer, Contract | Jan 2025 – Current

Brought back for a second engagement to continue leading UX and UI across new B2B initiatives.

Jan 2024 – Sept 2024

Owned UX/UI for a new B2B initiative, contributing to a homepage redesign that boosted enrollment starts by 80% and reduced bounce rates by 41%.

- Led creation of a structured handoff system that reduced design-to-dev time by 25% and improved delivery consistency
- Established a Figma organization model to support clarity, speed, and collaboration across teams
- Drove alignment with business and product leads to ensure decisions reflected shifting user needs and strategic goals

J.P. Morgan Chase

Sr. Product Designer, Contract | Sept 2024 – Dec 2024

NDA restricts details.

Designed internal tools to improve communication between small business clients and support teams.

- Led discovery sessions to uncover communication gaps and process breakdowns across the service journey
- Audited internal tool usage to identify friction points in both client-facing and operational workflows
- Delivered UX recommendations that streamlined key interactions and supported more consistent, efficient service

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 ones to streamline navigation and reduce user friction
- Reworked site architecture and layouts using insights from usability testing to support clearer paths to conversion
- Collaborated closely with business leads to align content, functionality, and design with strategic growth objectives

Design & Prototyping

- Figma
- InDesign
- FigJam
- Illustrator
- Miro
- Photoshop

Development & CMS

(Working Knowledge)

- AEM
- CSS
- HTML

Project Management

- ClickUp
- Monday.com
- JIRA
- Workfront

Core Skills

- UX Strategy
- Product Thinking
- User Research
- Usability Testing
- Information Architecture (IA)
- Prototyping & Wireframing
- Human-Centered Design (HCD)
- Accessibility (WCAG)
- Design Systems

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
- **Harvard Extension School**
Evidence-based Nutrition Certificate
- **The Art Institute of Houston**
Graphic Design, AAS

Publicis Sapient

Sr. Product Designer, Contract | Feb 2022 – Feb 2023

Jenny Craig Account

Redesigned the Menu Builder app to support mobile users and evolving dietary needs, resulting in a ~30% improvement in meal planning efficiency.

- Simplified filtering and selection flows to support mobile-first meal planning
- Delivered an MVP ahead of schedule that aligned with shifting business priorities

Edward Jones Account

Built a flexible, responsive gated content system that helped drive \$80K in new revenue through improved lead conversions.

- Shaped UX strategies across platforms to unify digital experiences and strengthen brand consistency
- Integrated accessibility and legal compliance by partnering with WCAG and regulatory experts during design reviews

Expedia Group

Sr. UX/UI Designer, Contract | Sept 2021 – Jan 2022

Redesigned internal learning modules to improve clarity and engagement, increasing completion rates by 10%.

- Led user testing to validate comprehension and identify content barriers
- Refined interaction patterns and task flows to support faster, more intuitive learning

Insperty

Sr. UX/UI Designer, Contract | May 2019 – Jun 2021

Created a responsive, lead-gen experience that earned a 2021 AMA Crystal Award nomination.

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

Diverse Industry Experience 2003–2019

Finance & Banking

AllianceBernstein
Bank of America
Barclays
BNY Mellon
Cambridge Savings Bank,
Harvard Square
Guggenheim Partners
J.P. Morgan Chase
Moody's Analytics

Art & Auction Services

Sotheby's

Health & Pharmaceuticals

KelseyCare Health Plans
Tufts Health Plan

Consulting & Professional Services

Boston Consulting Group
Proskauer Rose

Real Estate

CBRE

Education

Columbia University
Massachusetts College of
Pharmacy and Health Sciences
Suffolk University

Retail & Consumer Goods

Macy's

Sports & Entertainment

Major League Baseball
Major League Soccer
NBCUniversal

Technology & Digital Services

IBM Watson

Communications & Public Relations

Bloomberg Philanthropies
Jack Morton
Juice Pharma
Ketchum Digital
Marina Maher Communications
Universal McCann