

Stephanie Sell

Product Designer in Los Angeles, CA

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EMPLOYMENT Meetup | New York, NY (Remote)

Lead Product Designer, *October 2022 – February 2024*

Senior Product Designer, *December 2021 – September 2022*

Led designs for Meetup subscribers, members, attendees, and guests for responsive web, iOS, and Android platforms.

- Designed and strategized a brand new feature on apps to allow users to swipe to explore and save events, resulting in a 5% increase in RSVPs and a 270% increase in saves
- Redesigned the onboarding for apps to modernize the experience and increase activations, resulting in account activations by 5.5% within the first 48 hours of signing up
- Revamped the subscription flow for organizers for apps to improve conversion and growth, resulting in a 39% increase in a 50/50 split test
- Strategized, planned, and conducted multiple sets of user interview studies with members and subscribers
- Led collaboration sessions to determine projects for the quarterly roadmap with product, engineering, and leadership

Capital One | McLean, VA

Principal UX Designer, *February 2019 – May 2021*

Senior UX Designer, *August 2017 – February 2019*

Redesigned the MONEY Teen Checking Account along with two other designers, which was awarded an honorable mention for the “best-designed finance projects of 2020” by Fast Company.

- Created designs and prototypes for Android, iOS, and web
- Led design sprints, ideation sessions, and journey mapping workshops to shape roadmaps and strategic initiatives
- Led sessions and analyses of user testing, user interviews, and surveys to address customer needs better
- Presented to various stakeholders in the company (including both associates and leadership) across a variety of topics and initiatives

USA TODAY Network | McLean, VA

Associate UX Architect, *November 2015 – August 2017*

Led the user experience for USA TODAY NETWORK’s Elections 2016 responsive websites, the VR Stories mobile app, and the Google Daydream experience.

- Created user flows, sitemaps, sketches, wireframes, and documentation
- Led user testing, analyzed the data, and presented findings

SKILLS

UX Strategy
User Flows
Visual Design
User Research
Journey Mapping
User Testing
Information Architecture
Visual Design

TOOLS

Figma
Sketch
Adobe Illustrator
Adobe Photoshop

EDUCATION

Political Science, B.A.
Media & Comm. Certificate
University of Maryland,
Baltimore County