Stephanie Sell

Staff Product Designer | DC Metro Area

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EXPERIENCE

Pandan Studio | Arlington, VA (Remote)

Staff Product Designer, *January 2025 – Present*

Design end-to-end 0→1 mobile and web app experiences for new products.

- Create designs for web and iOS from scratch, including the design system, components, sketches, wireframes, overall user experience, high-fidelity designs, and prototypes.
- Collaborate closely with the lead software engineer to define product vision, requirements, roadmap, sprints, and features.

Path Unbound | Remote

Product Design Instructor, *September 2024 – Present*

Conduct weekly one-on-one instruction for new and experienced designers on design skills and best practices to help them build the best case studies and portfolios possible.

- Deliver instruction and provide guidance and mentorship on visual design, user experience design, design thinking, and UX research methodologies.
- Provide feedback on designs and portfolio materials based on current trends.

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.

- Optimized the subscription flow for organizers for apps to acquire new customers and improve the funnel, resulting in a 200% increase in conversions.
- Oversaw cross-functional collaboration and brainstorming sessions to improve acquisition, discuss hypotheses, and plan experiments.
- Strategized, planned, and conducted multiple sets of user interview studies with members and subscribers to address user needs.

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 prototypes, mockups, iterations, and design assets for Android, iOS, and responsive web.
- Led ongoing research and analysis of user testing, interviews, and surveys for users' banking experience.
- Partnered and collaborated with engineering, product management, marketing, and legal to align on designs and use cases.

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 and VR Stories.

- Gathered requirements and created process flows, sitemaps, sketches, wireframes, and functional specs.
- Facilitated and coordinated research and user testing, analyzed the data, and presented user insights.

SUMMARY

Data-driven product designer with 10 years of experience leading projects for mobile apps, web, and emerging technology. Thrives in a fast-paced environment to craft innovative solutions that solve complex user problems.

SKILLS

UX Strategy
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