

JOEL STEFANO PREMIER

Senior Product Designer (UX) | Full-Stack Engineer | Web Solutions Architect

Irving, TX | +1 (214) 243-4649 | jojo.s.1er@gmail.com | Portfolio:

<https://jp-design-portfolio-dev.vercel.app/>

PROFESSIONAL SUMMARY

Product and UX Designer with 10+ years building human-centered, scalable digital products across e-commerce, healthcare, fintech, hospitality, and transportation. Bridging UX strategy and full-stack delivery from discovery and research to interaction design, design systems, and production-ready implementation in close partnership with engineering. Deep expertise in UX research, information architecture, wireframing, prototyping, usability heuristics, and accessibility (WCAG 2.1), paired with technical fluency in solution architecture, API design, data modeling, and modern delivery practices (CI/CD - Continuous Integration/Continuous Delivery, Git workflows, quality assurance, and release management). Advanced experience with React and TypeScript, including component-driven UI systems. Hands-on proficiency in Figma, Sketch, Adobe XD, and Axure RP.

CORE SKILLS & TOOLS

UX and Product Design: UX strategy, user research (interviews, gap analysis), personas, journey mapping, information architecture, user flows, wireframes, prototypes, usability testing, design systems, accessibility (WCAG 2.1), HE evaluation

Front End: React, TypeScript, Vite, Tailwind CSS, React Router, HTML, CSS, JavaScript

Back End and APIs: Laravel (PHP), Node.js (TypeScript), REST APIs, OpenAPI/Swagger, authentication and authorization (PIN/password, role-based access)

Data: PostgreSQL, Prisma ORM, data modeling

DevOps and Delivery: Docker, GitHub Actions, CI/CD, Git version control

Tools: Figma, Sketch, Adobe XD, Axure RP, Miro, Storybook, Zeplin, Google Analytics, Hotjar, Mixpanel

Collaboration: Jira, Confluence, Notion, Trello

Languages: English, French

PROFESSIONAL EXPERIENCE

Jillamy, Inc. - UX Product Designer and Full-Stack Software Engineer

Nov 2025 – Present

- Leading end-to-end delivery of JIM (Jillamy Inventory and Ops Portal) across multiple warehouses, driving discovery, workflow analysis, UX design, architecture, development, QA, and continuous iteration for core operations (inventory count, receiving, returns, picking, packing, shipping).
- Conducting task analysis and stakeholder working sessions, translating warehouse constraints into user flows, edge-case rules, and acceptance criteria that reduce ambiguity and improve execution speed.
- Designing operator-first UX that reduces cognitive load and errors, applying usability heuristics, clear system feedback, confirmation patterns, and prevention-focused guardrails for high-throughput workflows.
- Building and maintaining a component-driven front end using React, TypeScript, Tailwind, Vite, and React Router, implementing role-based experiences, protected routes, and permissioned actions aligned to warehouse roles.
- Evolving API-ready architecture and integration standards, defining REST patterns, validation and error handling, and authentication/authorization logic that mirrors UX rules and operational permissions.
- Strengthening accountability and auditability by implementing structured event logging (user, SKU - Stock Keeping Unit, quantity delta, resulting total, timestamp, workflow mode) plus high-performance SKU search and normalization (dashed and non-dashed formats) to minimize counting and picking errors.
- Delivering a warehouse-optimized full-stack platform that standardizes inventory and ops workflows across sites, improving speed, accountability, and decision-making through role-based execution, audit-grade logging, and scalable architecture.

Ulta Beauty - Senior Product Designer / UX Architect (Remote)

Oct 2022 - Sep 2025

- Led the full User-Centered Design (UCD) process using Figma, Miro, Maze, and Hotjar, combining research and ideation into actionable design for Ulta's e-commerce and loyalty platforms.
- Built and managed a scalable Figma design system with auto-layouts, variants, and design tokens for consistency and efficient developer handoff via Zeplin.
- Designed multi-platform native experiences (mobile, iPad, Smart TV, Smart Watch) following Apple Human Interface and Google Material guidelines for unified usability.
- Conducted WCAG 2.1 audits using Stark and Axe to ensure inclusive and compliant user interfaces.
- Leveraged FullStory analytics to optimize PDP, PLP, checkout, and loyalty flows, reducing friction by 22% and increasing conversions by 17%.
- Facilitated cross-functional design workshops and stakeholder sessions to co-create user journeys, experience maps, and align on UX strategy.

Key Achievement: Unified Ulta Beauty's digital ecosystem across web and mobile through scalable design systems, accessibility-driven interfaces, and analytics-informed iterations enhancing brand trust, engagement, and retention.

CVS Health / Aetna - Senior UX Strategist / Product Designer (Medicare)

Mar 2019 - Jul 2022

- Delivered front-end enhancements for Medicare web experiences (Shop-Buy-Enroll, PDP/PLP, Cart), translating UX requirements into production-ready UI updates and measurable usability improvements.
- Built and maintained reusable UI components and patterns (component library approach) to improve consistency, reduce rework, and speed up releases across multiple journeys.
- Implemented responsive layouts and UI behaviors using modern front-end practices (semantic HTML, CSS, JavaScript, accessibility-first components), ensuring cross-browser reliability and clean handoff standards.
- Partnered with engineering to define implementation-ready specs (states, validations, error handling, edge cases) and interface expectations, reducing ambiguity and accelerating build cycles.
- Contributed to code reviews, Git-based workflows, and sprint-based release validation, supporting stable delivery in an agile environment.

Key Achievement: Boosted enrollment satisfaction through accessible and compliant digital design.

American Airlines - Senior Software Engineer (DXC) | HQ DFW

Feb 2012 - Dec 2018

- Owned full SDLC delivery for customer-facing web capabilities across **Booking, Check-in, and Trip Management** from requirements intake and technical design through implementation, testing, deployment support, and post-release stabilization.
- Engineered scalable application features using Java/Spring-based service patterns and modern web UI practices, delivering maintainable, production-grade code for high-traffic customer journeys.
- Designed and integrated REST APIs and service contracts (request/response models, validation rules, error handling, edge cases), supporting mission-critical workflows and internal/external integrations.
- Drove quality and reliability through automated testing (unit/integration as applicable), peer code reviews, and sprint-based release validation to reduce regressions and improve delivery confidence.
- Improved performance and UX outcomes by optimizing conversion-critical interactions (forms, messaging, error states, latency-sensitive steps) in partnership with Product and UX teams.
- Supported production operations via incident response and troubleshooting (log/telemetry review, root-cause analysis, hotfix coordination), and delivered follow-up remediation to prevent recurrence.

Key Achievement: Modernized and stabilized high-traffic airline digital journeys by shipping scalable features, strengthening API/service reliability, and improving performance and usability across booking and trip-management workflows.

EDUCATION

M.A. Design Management - Savannah College of Art and Design **(2017)**

B.S., Software Engineering - New England Institute of Technology **(2013)**

A.A. Graphics, Multimedia & Web Design - New England Institute of Technology **(2011)**

Certificate - Video & Audio Production - Connecticut School of Broadcasting **(2009)**

DESIGN PHILOSOPHY

Design connects empathy with innovation, merging research, AI-driven ideation, and data visualization to craft inclusive digital experiences that deliver measurable human and business impact.

DEVELOPMENT PHILOSOPHY

Build for scale and clarity: design modular architectures, ship in small reliable increments, automate quality with tests and CI/CD, and prioritize security, performance, and maintainability so teams can deliver faster without compromising stability.

AFFILIATIONS

GitHub Community | AIGA | Google Developers | UXPA | IxDA | Nielsen Norman Group | Design Leadership Forum |
Figma Community | Dribbble | Behance | Azure Community