

Leslie Stetz

Designer & Developer in Berkeley, CA

www.lesliez.com

(FKA Leslie Zacharkow)

Employment

UX Design & Front-end Development Consultant

April 2017 – Present

RankScience | San Francisco, CA

Designed and built the consumer-facing product. Conducted internal workshops to define business requirements, facilitated user-research to define UX priorities, and carried out all stages of the design process from journey-mapping to final designs. Optimized front-end development for design consistency by building a design system in SCSS and component library in React, worked with others to define our development process, then led the front-end build-out of the product.

Senior UX Designer & Developer

Oct 2016 – Dec 2016

UX Designer & Developer

Sep 2015 – Oct 2016

Opower (acq. by Oracle) | San Francisco, CA

Maintained and extended Opower's design system, Opattern. Collaborated with UX designers to create products that were consistent with the design system, then worked with engineering to build and ship high-quality production code. Used systems-thinking to solve common design and development problems across various teams.

Product Manager & Interaction Designer

Mar 2014 – Aug 2015

Urban Outfitters | Philadelphia, PA

Translated data, customer research, and business initiatives into product requirements and interactive wireframes for new features for the online shopping experience. Worked closely with the creative and development teams to see through the design and execution of these features in all stages of development. Tracked performance to satisfy UX goals and business objectives.

Employment, continued

Visual Designer

Aug 2013 – Mar 2014

Production Assistant

May 2011 – Aug 2012

Fabric Horse | Philadelphia, PA

Interaction Designer

May 2012 – Aug 2013

Squareknot | Philadelphia, PA

Projects

Tabby Cat

Jan 2016 – present

A Browser Extension | tabbycats.club

Tabby Cat began as a way for me to practice my development chops and quickly took on a life of its own. Today, this browser extension averages 250,000 weekly users and has transformed the way I think about design and development. The extension simply replaces your “New Tab” page with a randomly generated cat, but it also provides much-needed moments of joy for many of its users throughout work and school. It has taught me the value of uplifting design and the importance of all of the little details in development.

Today, I’m on the cusp of releasing a completely refactored version, built in ReactJS and dawning a new feature that allows users to purchase new pets, so that all types of animal-lovers can find something to love in Tabby Cat.

Education

B.S. in Industrial Design, with honors

May 2012

The University of the Arts | Philadelphia, PA

Skills

Design — User experience design, Product design, Illustration, Adobe Creative Suite, Sketch

Development — HTML/CSS, SCSS/LESS, SVG, Javascript, React, AngularJS, Nunjucks

Product Management — Agile Development, Roadmaps, Feature scoping, Project Management Tools

User Research — Interviewing & qualitative feedback moderation, Survey Gizmo, Optimal Workshop

Contact

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References upon request.