

# Stephanie Lauderback

Prescott Valley, AZ

-Email me on Indeed: <http://www.indeed.com/r/Stephanie-Lauderback/04af87a1b435d79d>

Previous Role Senior Product Designer

Experience B2B, B2C, SaaS, Consumer Goods, Enterprise, Hospitality, eCommerce, Digital Media

Skills Design Research, Wireframing, Journey Mapping, IA, Usability Testing, Prototyping, Atomic Design

## Work Experience

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### Senior Product Designer

IncentivePilot

November 2019 to February 2023

Partner Activation Platform

SaaS B2B

Adobe Creative Suite Figma WordPress Lottie Trello Zoom

- Responsible for improving user experiences through data-driven enhancements on internal SaaS product
- Helped orchestrate three large contracts with new clients, contributing to a 5% year-over-year profit increase in 2021
- Designed and developed front-end for 20+ websites, using WordPress
- Led and managed a team of UI/UX designers and developers to optimize team performance
- Spearheaded design of new, innovative product offerings, coordinating related efforts and leading all research and design
- Created flows, wire-frames, high-fidelity mockups, and prototypes to test new product ideas and create easy to use, intuitive user interfaces
- Designed and crafted pixel-perfect interfaces with great attention to detail
- Practiced a highly efficient, iterative design process; understood and used team feedback to inform and improve designs
- Experience in creating, contributing to, and maintaining design systems

### Art Director

Factor1 Studios

December 2016 to November 2019

Web Agency

B2B B2C

Adobe Creative Suite Figma WordPress HTML CSS

- Led brand launches, websites, redesigns, and digital marketing campaigns for a variety of clients, from local businesses to national nonprofits
- Provided design leadership in the development and communication of creative concepts
- Led and participated in brainstorming sessions, campaign planning, design, and department meetings
- Designed branded experiences
- Built wire-frames and user-flows to conceptualize design

- Developed strategic design roadmaps — understanding systems and flows, and prioritized design improvements to yield the maximum customer impact in the shortest amount of time
- Established design patterns and implemented them across numerous applications
- Ensure that designs met both agency and client expectations, were within budget, and delivered on time

## **Senior Designer, Bar Napkin Productions**

Global Creative Agency

October 2014 to December 2016

Hospitality

Adobe Creative Suite TeamWork WordPress HTML CSS

- Delivered a wide variety of marketing material — including brand identity, websites, landing pages, emails, social media posts, banner ads, and more — to clients in the hospitality and restaurant industries
- Creative strategy & execution
- Fulfilled creative requests for print collateral, websites, email marketing, and digital displays
- Creatively solved branding and design challenges
- Lead designer on multiple projects in studio
- Worked closely with Creative Director to prepare design files for print collateral, advertising, packaging, presentations, websites, email communications, banner ads, mobile applications, et cetera
- Ensured the quality and accuracy of files prepared for pre-press and release; adherence to agency guidelines and industry standards for print and digital mediums
- Upheld brand guides and standards across internal and external teams
- Understand client marketing needs and translate those needs into effective communication and marketing strategies

## Education

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### **Honors BFA in Visual Communication**

Collins College

January 2011 to August 2013

Collins College - Phoenix, AZ

## Skills

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- Design Research
- Wireframing
- Journey Mapping
- IA
- Usability Testing
- Prototyping
- Atomic Design

## Links

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<http://studiolit.com>