

Stephan Somers

Product Designer

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EDUCATION

Human-Computer Interaction (BS)

University of California, San Diego
Class of 2018

SKILLS

Design

Ideation, Wireframing, Storyboarding, User Flows, Rapid Prototyping

Tools

Figma, Sketch, Adobe XD, InVision, Zeplin, Mixpanel, Prototype, HTML, CSS, JS, React

Research

Usability Testing, Personas, Ethnography, User Interviews, Needfinding, Competitive Analysis, Heuristic Evaluations, Card Sorting

AWARDS & CERTIFICATES

Irrational Labs Behavioral Design

Bootcamp Certificate, January 2022

Learned behavioral economics and consumer psychology through Irrational Lab's 8 week bootcamp.

Design At UCSD Design Sprint Competition,

First Place x 2, March 2018 & May 2018

First place prize for ideating and prototyping a curated open source education platform.

First place prize for redesign of Illumina's NextSeq 550Dx operating software.

UCSD Halicioglu Data Science Competition,

First Place, March 2018

First place prize for data analysis on the correlation between veteran suicide rates and socioeconomic status with the goal of better allocation of suicide prevention resources.

EXPERIENCE

Steady, Fully Remote— *Product Designer*

Web & Mobile Application Empowering People to Earn More

FEBRUARY 2021 - PRESENT

- Identified and executed several high-impact design initiatives within Steady's Boosters offerings, boosting EPC by over 8% and engagement by over 25%.
- Owned the design vision for the Income Passport product. Holistically redesigned the flow to improve funnel metrics and create a more scalable product for future solutions.
- Worked to deliver elegant, human-centered solutions across the entire product lifecycle, from needfinding to designing and validating consumer-facing solutions.

Kast, San Diego, CA— *Lead Product Designer*

Desktop, Mobile, Web, & TV Application for Digital Watch Parties

OCTOBER 2018 - DECEMBER 2020

- Planned and executed on a product roadmap that grew the community from 500 uniques to 3 million in 1 year.
- Utilized qualitative and quantitative data to redesign the watch party experience resulting in a 17% increase in average session duration and 8% increase in D7 user retention.
- Built a design system of reusable components to increase workflow efficiency and maintain product consistency.
- Established, monitored, and analyzed product KPIs and funnels to accurately measure for success and opportunities.
- Facilitated design thinking workshops to promote product ownership across teams and champion the design process.

Slant, San Diego, CA— *Co-Founder, UX Designer*

Mobile Application for Civic Engagement

JUNE 2018 - MAY 2019

- Accepted out of an applicant pool of over 70 startups to participate in the UC San Diego Converge Incubator and receive summer funding and mentorship.
- Conducted expert interviews with career politicians, staff, and civic engagement strategists.

Global Ties, La Jolla, CA— *UX Design & Development*

Responsive Web Application for San Diego Non-Profit

JANUARY 2017 - MARCH 2017

- Led a team of 8 to design and build a classification tool and visual aid for a nonprofit client, Center for Community Health, which increased productivity by 20%.
- Utilized HTML, CSS, and JS to develop the front-end of the application from the ground up.