

STACEY LIPSCHITZ

Experience Designer

www.StaceyNicoleCreative.com

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SKILLS

User Experience Design
Service Design
Wireframing & Prototyping
UI Design
Design Strategy
User Research
Usability Testing
Presentation & Facilitation
User Interviews
Affinity Mapping & Synthesis
Personas & Journey Mapping
User Flows & IA
Design Systems

ACTIVITIES

Astoria Live (founder)
Freelance UX & Web Design
Service Design Jam 2019
UX Volunteer for Civic app
Volunteering with Be Social
Change & New York Cares

AWARDS

EdTech UX Hackathon winner
Startup Weekend 2nd place
EPA P3 Competition
YMA Fashion Scholar

TOOLS

Sketch & Figma
inVision, Marvel, & Zeplin
HTML, CSS, JavaScript
Wordpress
Adobe XD, Photoshop &
Illustrator CC
HotJar & Google Analytics

EXPERIENCE

Verizon - New York, NY

Product Designer / August 2018 - Present

- ◆ Design flows and experiences for 5G Home internet router and parental control settings on My Verizon app and responsive web interfaces.
- ◆ Work with design libraries and create new UI components in Sketch to make interactive prototypes for usability testing and development.
- ◆ Improve KPIs and long term strategy by evaluating experiences and synthesizing user research, competitive analysis, and analytics.
- ◆ Collaborate with design team, stakeholders, and developers on customer journey, user stories and technical requirements in agile workflow.

Wix.com - New York, NY

UX Designer & Academic Program Manager / September 2017 - August 2018

User Engagement Manager / March 2016 - June 2016, August 2016 - September 2017

- ◆ Designed UX for ambassador program and education initiatives. Improved course success on a training site by 150% with UX experiments and A/B tests.
- ◆ Led user research including interviews, surveys, social listening, and a bi-weekly focus group. Synthesized findings into personas, journey maps, and product plans.
- ◆ Strategized and implemented an integrated academic UX and communications plan including production of a newsletter to 30k users and a weekly live video on design. Formed partnerships and travelled the U.S. teaching design workshops.

Blue State Digital - New York, NY

UX Designer (internship) / June 2016 - August 2016

- ◆ Analyzed user research, created user flows and feature requirements, designed high-fidelity wireframes and interactive prototypes in Sketch and Marvel, and wrote usability testing scripts for Sierra Club's Add-UP petition creation interface.
- ◆ Designed flows and responsive wireframes for UNICEF's donation portals.

Experiture - New York, NY

UI/UX Designer / September 2015 - March 2016

- ◆ Created UX, UI and graphic design for in-house and client projects, including design of mobile apps, a drag-and-drop newsletter building tool, & marketing campaigns.

Macy's - New York, NY

Textiles Designer / November 2012 - January 2015

- ◆ Designed original prints for women's apparel line including national bestsellers.

EDUCATION

Continuing Education - UX, UI, coding, improv, fine arts, & design

Coursework through several institutes including General Assembly, FIT, and online.

University of Delaware - Honors Program - Bachelor of Science

Major in Apparel Design, Minor in Interactive Media. Student org leadership roles.