STEPHANIE ROSE PRITCHARD
PRODUCT DESIGNER

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EXPERIENCE

Lead Product Designer *SimplePractice*   **April 2021 to Present**
- Owning the end-to-end research, strategy and design of SimplePractice's full client ecosystem (Web, iOS, Android and Tablet)

Lead Experience Designer *Experience Design Lab, Bank of America*   **August 2019 to April 2021**
- Worked closely with research, strategy, business and technology partners to build exploratory concepts for end-to-end customer banking experiences, from financial centers to all digital touch points
- Used design to guide early product/service planning, bringing clarity to engineering goals, and developing a user-grounded point of view that both informs and aligns with the highest level strategic goals of the company

User Experience Designer *Experience Design Studio, AT&T*   **November 2016 to July 2019**
- Designed and launched AT&T's next generation of entertainment products including DIRECTV updates (Satellite/STB), AT&T TV (Broadband/OTT), NFL Sunday Ticket, embedded device interactions and niche experiences for all supported platforms including web, mobile, streaming devices and managed hardware
- Collaborated closely with data, product and development teams to ensure strategic intersections of every roadmap

Experience Design Consultant *Rider Magazine*   **August 2016**
- Rapidly designed an inviting and easy to read desktop and mobile experience for all Rider Magazine content
- Established business needs and measurable goals for a redesign through multiple stakeholder interviews
- Defined an intuitive information architecture and a fandom inspired aesthetic through data analysis and extensive user research

Product Design Consultant *LA Techs*   **August 2014 to June 2016**
- Designed, built and maintained delightful user experiences for client websites and media campaigns
- Seamlessly managed a high standard of quality across a variety of design workflows
- Communicated strategies, methodologies and research results with clients to clarify and support all design decisions

Co-Founder *made for | made by, LLC.*   **February 2015 to June 2016**
- Branded, built and launched www.madeformadeby.com, an e-commerce website selling handmade, exclusive goods by connecting customers to artists and non-profits through storytelling, events and donations

Business Operations Coordinator *Munchery*   **June 2015 to January 2016**
- Partnered with the engineering and creative teams to concept, wireframe, prototype, test and implement a webpage designed to recruit and hire new members of the delivery team
- Established efficiencies and standard operating procedures to instill organization in an otherwise chaotic startup environment

SUPER POWERS

Skills User Research, User Flow Development, Data Analysis, Branding, Marketing, Information Architecture, Sketching and Wireframing, Detailed Annotating, Rapid Prototyping, Usability Testing, Design Iteration, Project Management, Front End Web Design

Tools Sketch, Figma, Omnigraffle, InVision, Principle, Adobe Photoshop, Adobe Illustrator, Confluence, JIRA, HTML/CSS, Javascript

Language Advanced in written and spoken Spanish

EDUCATION

General Assembly, Los Angeles *User Experience Design Immersive*   **August 2016**

University of California, Los Angeles *Bachelor of Arts, International Developmental Studies*   **June 2012**

Universidad VÉRITAS, San Jose, Costa Rica *Design Education Abroad*   **December 2010**