**Stephen Dunford** | UX Design & UI Design & UX Research

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I’m a UX researcher and designer with a background in fashion and hospitality. I combine my experience  
in design and customer service to build authentic experiences that connect users intuitively to a company’s products and values. My goal is to support and help users confidently find purposeful products that will improve their lifestyles both creatively and socially.

**SKILLS**

**Skills and UX Skills |** Teamwork, Collaboration, Communication, Grit, Perseverance, Leadership, Strategy, User Interface Design, Business Analysis, Heuristic Evaluation, Competitive & Comparative Analysis, Survey Creation, User Interview, Affinity Map, User Flow, Site Map, Persona, Collaborative Design Studio, Wireframe, Prototype, Usability Test, User-Centered Design & Storyboard

**Software & Design Tools |** Figma, Adobe XD, Sketch, G-Suite, Keynote, Adobe Creative Suite, Miro, Mailchimp, Squarespace

**PROJECTS & FREELANCE WORK**

**UX Designer & Researcher |** Starship Technologies, San Francisco, California *January 2022*

* Team Activity 2 Week sprint. Designed High fidelity interactive prototype creating a new user flow, sitemap, and features update for a robot food delivery mobile application.
* Revised the information architecture based on insights from seven user interviews and contextual inquiries
* Reiterated designs on each level (low-fi, mid-fi, high-fi). This included user testing with 5 or more users through each level of the design phases
* Created a suitable and functional global navigation while maintaining a cohesive system to ensure usability
* Streamlined the user check-out process by illuminating unnecessary scroll, pages, and functions that improved KPI’s that reflected better bottom line

**UX Designer & Researcher, General Assembly |** Mineral Springs, Berkley Spring, West Virginia *December 2021*

* Solo UX Design 2 Week project. Designed three mid-fidelity priority features to optimize the e-commerce experience for an independent gift and bath and body website, customizing recommendations and layouts to purchase through browsing and receiving a purchase
* Conducted in-depth research methods, exploring user experience improvements for an internal tracking portal
* Developed a survey and led 8 user interviews to construct user persona and define the problem and solution
* Constructed journey maps and user flows for 4 key tasks to pinpoint high instances of user error to mitigate potential risks

**EXPERIENCE**

**Run Free |** New York, NY  *February 2022*

*UX Research Designer*

*Developed High fidelity prototype for Run Free Trainings, holistic virtual coaching platform for runners.*

* Collaborated with the Marketing team of Run Free to design for the user and business goals
* Rapidly ideated and prototyped design concepts and modules for user and business feedback
* Created pixel-perfect site components and templates
* Partnered with Content, Site, and PM teams to create new designs to developer/site pass-off process
* Utilized agile scrum methods to create custom solutions/features for the site

**Sharif Designs |** New York, NY  *May 2017 – February 2021*

*Senior Design- Accessories and Design and UX/UI designer*

Transitioned to a full-time student at General Assembly to pursue UX Design.

Product building for handbags, leather goods, and cold-weather products

* Updated Sharif Design and Firenze Bella Ecommerce platform. Researching web analytics and usability testing to improve Key Performance Indicators thus increasing purchasing web sales by 300%
* Strategically planned and designed design sprints adhering to an annual calendar creating products from start to end in accessories and fashion products
* Managed a B2B, B2C business structure delivering designs on time and under budget
* Communicated daily with the product development team to bring products to market while also collaborating with stakeholders to develop branded products

**Freelance Designer |** New York, NY  *October 2016 – May 2017*

*Designer- Technical and Accessory Designer*

Provided skilled expertise in design, graphic design, project management, for clients in the areas of women's clothing design, handbag design, cold weather, leather goods, luggage, and product design.

* Collaborated with the creative director as a dedicated contractor responsible for providing expertise in technical development and design ensuring the project adheres to a set schedule and is meeting the goals of the difficult clients
* Managed pixel perfect graphics of branded products

**Tour Guide at Fat Tire Tours |** Paris - France *May 2015 – October 2016*

*Lead Tour Guide*

* Led and organized historical walk tours and cultural tours with groups of 10+ people or more. along with various explorative experiences throughout the city of Paris.
* Robust presentation skill that has been reviewed as a 5-star rating on tour websites such as Viator
* Provide weekly historic content review to ensures all historic information is accurate and current. As a tour guide, it is imperative and required to have a comprehensive knowledge and understanding of the history of France– present

**Freelance Designer |** New York, NY  *October 2012 – September 2014*

*Designer- Technical and Accessory Designer*

Managed and designed several accessory lines, providing support for upper management and sales seasonally in developing a timely workflow for accessory products. Moving products from concept to on-the-floor products

* Translated seasonal concepts into key items, styles, and ensure roadmap requirements are met
* Collaborated with the creative director as a dedicated contractor responsible for providing expertise in styling, technical design, and fittings, ensuring the project adheres to a set schedule and is meeting the goals of the client

**Momentum Education Life Coach |** New York, NY  *October 2012 – May 2018*

*Team Life Coach*

Supervised and supported in helping adults strategically plan out life goals over a 3-month team-oriented program

* Collaboratively developed team-building exercises that boosted morale and progress of teams of 20+ adults or more
* Assisted individual clients in developing realistic goals and life plans using the SMART goal system
* Time Management and Communicated strategies to improve choices and overall well-being of clients while tracking clients progress and maintaining case files for reporting purposes
* Synergized with clients to develop effective decision-making skills to improve key areas of their lives beyond the 3- month program

**Prior to 2012, 10+ years of experience fashion and accessories design industry**  *January 2003 – October 2012*

*5 years of experience in hospitality, and tourism*

* In-depth knowledge in branding, style guides, graphics, E-Commerce, sales presentations, technical packages, team management, customer service, story development marketing techniques, SEO, photoshoot, and catalog development

**Interest I care about and love**

Family & Friends, Art & Culture, Drag & Makeup, Museum Crawls, Community Out-Reach, Public Speaking, Nature Hikes, LGBTQ+

**EDUCATION**

**General Assembly |** UX Design Immersive Remote  *March 2022*

Full-time immersive student in the UX Design program that included over 480 hours of training over twelve weeks

**Fashion Sustainability Remote Learning|** Copenhagen Business School, NY *April 2021*

Certificate – Fashion Sustainability

**Fashion Institute of Technology |** New York, NY  *December 2007*

Masters – Global Fashion Management

**Drexel University |** Philadelphia, PA *June 2002*

Bachelor of Science – Fashion Design