

Stephanie Ji

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Education

Northeastern University
B.S Business Administration & Interactive Design,
Concentration in Marketing
May 2020
Dean's List

Skills

UX/UI Design, Product Design
SaaS/Enterprise Product Design
Mobile Apps, Website Design
Branding & Identity Design
User Research, Usability Testing
User Interviews
Typography
Agile/Scrum
Prototyping
Client Management

Tools

Figma, Sketch
InVision, Craft
Zeplin
Adobe CC
HTML, CSS

Experience

Associate Product Designer | Segment

REMOTE; JUL 2020 - FEB 2021

- Executed end-to-end enterprise product redesign of \$9.8million CSV download feature used by various Fortune 500 customers in order to improve user data customization. Created user flows, mocks, and clickable prototypes to test with customers.
- Led user research initiative of 15 customers to understand team onboarding processes and painpoints among technical vs nontechnical customers. Conducted interviews and identified new key insights to contribute to future product roadmap strategies.
- Redesigned existing in-product education design components within company's design system to standardize usage and consistency across our app.

Product Design Intern | Catalant Technologies

BOSTON, MA; JUL - DEC 2019

- Lead designer of two teams total of 12 engineers and two PMs.
- Led end-to-end design process of a resource management feature for Fortune 500 company to efficiently track employee productivity and company project progress.
- Worked on new platform features for SaaS and consumer applications for onboarding, project tracking, gamification, performance reporting, and dashboard redesign.

Product Design Intern | Tango

BOSTON, MA; JUN - JUL 2020

- Drove product vision with Heads of Product and Tech to develop an MVP pilot for investors and customers.
- Led internal product design reviews and design operations.
- Designed and branded first landing page for prospect sign-ups.

Project Lead | Scout Studios

BOSTON, MA; JAN 2020 - MAY 2020

- Led and mentored team of 3 student designers and 2 developers to create the brand identity and marketing website for a Boston-based startup from the ground up.
- Strategized for and created product roadmap to lead team in weekly sprints. Managed and oversaw all client communications.

UX/UI Design Intern | Placester, Inc

BOSTON, MA; JUL - DEC 2017

- Spearheaded UX/UI design and interaction for 2 mobile applications to increase customer engagement.
- Redesigned and rebranded marketing website to improve overall brand image and information architecture for product offerings.