

STEPH DAVLANTES

SENIOR PRODUCT DESIGNER / SENIOR USER EXPERIENCE (UX) DESIGNER

Seeking a full-time Sr. Experience Design role. Over 10 years of proven successes improving human-centered design experiences for all users through a culturally-sensitive and empathetic approach. Adept strategic planner driving inclusive, diverse, equitable, and accessible design initiatives.

SKILLS & TOOLS

UX/UI Design • Web Content Accessibility Guidelines (WCAG) • Cross-functional Team Leadership • Information Architecture • Design Systems • Wireframing • Prototyping • User Testing • Figma • Sketch • InVision • Adobe Creative Suite • Google Workspace • Microsoft Office • Bilingual (Spanish)

EXPERIENCE

Senior Experience Designer - Integrated Services at Ford Motor Company

AUGUST 2023 - PRESENT • REMOTE

- Conducted customer journey mapping for a personalized vehicle maintenance service by analyzing needs and pain points across online platforms, mobile apps, physical dealerships
- Contributed to service blueprint, detailing entire process of delivering our service, focusing on interactions between customers, Ford remote assistants, and Ford dealers
- Led information architecture and dashboard design of a vehicle service assistant tool
- Produced wireframes, clickable prototypes, mockups in collaboration with product, engineering
- Researched extensively: participated in customer research sessions, editing prototypes in real time to reflect user expectations; conducted competitive benchmarking and distilled best-in-class studies; authored 65+ customer acquisition plans
- Volunteered on Culture Committee, fostering team trust, emotional wellness, camaraderie
- Coordinated and led accessibility learning series for digital design and development teams

Senior Product Designer - Indeed Flex Pay Startup at Indeed.com

AUGUST 2022 - MARCH 2023 • AUSTIN, TX

- Expedited pay access for shift workers by collaborating with engineers, data scientists, UX researchers, and product managers to design a prototype and user test an Instant Pay web app
- Reduced virtual interview room lobby abandonment rate by 25% and enhanced job seeker interview wait experience by redesigning lobby screens to increase engagement and interest
- Implemented a "Fair Chance" hiring filter on 100% of current and future Flex jobs, across 200+ employers, promoting equity and inclusion for job seekers with criminal records
- Translated Flex app to Spanish which resulted in an 82% "Much better" experience from Flexers
- Participated in ally mentorship course to study for International Association of Accessibility Professionals CPACC (Certified Professional in Accessibility Core Competencies)
- Mentored 1 Product Designer; interviewed 12 Product Designer candidates

Senior Product Designer - Customer Inclusion & Diversity at Expedia Group

FEBRUARY 2022 - JUNE 2022 • AUSTIN, TX

- Created low- and high-fidelity designs for a landing page for travelers with disabilities

- Conducted accessibility-specific usability testing using various assistive technologies
- Interviewed travelers with disabilities to identify and remove barriers in existing products
- Audited existing products for accessibility/usability issues across iOS, Android, and web
- Developed and led 4 educational workshops on accessibility best practices across departments

Senior Product Designer - Vrbo Brand Design Systems at Expedia Group

JANUARY 2019 - JUNE 2022 • AUSTIN, TX

- Refined brand attraction to include diverse travelers, partners, and company employees by leading a cross-functional product and marketing audit around accessible design
- Reduced designer experience issues by creating cohesive design system and optimizing workflow
- Improved team performance for a 30-member design team through mentoring and promoting strategic-level thinking, including attention to detail and cross-functional collaboration
- Increased marketing efficiency and enhanced global consumer trust by leading workshops to ensure cohesive, accessible brand identity across creative, product, marketing, and PR teams

Interactive UX/UI Designer at Dimensional Fund Advisors

JULY 2018 - JANUARY 2019 • AUSTIN, TX

- Served as voice of the customer to implement a user centered design approach through research, personas, user flows, wireframes, mockups, interactive prototypes, and testing
- Improved UX by building global design systems across desktop, tablet, and mobile breakpoints
- Streamlined engineering delivery through superb attention to detail in User Acceptance Testing (UAT) to catch bugs in development
- Collaborated with 20+ team members in an agile environment on strategy, data, and engineering; actively participated in scrum and sprint meetings daily

UX/UI Design Contractor at Blue Anvil Marketing

MARCH 2018 - JULY 2018 • AUSTIN, TX

- Overhauled 30+ page websites to rebuild information architecture and optimize process flows
- Improved response rates on email campaigns and landing pages by using A/B split testing
- Championed ethical design and engineering deliverables that are accessible by all users
- Led and executed end-to-end projects for a range of clients: The Art Institutes, Southern Careers Institute, Woz U, New Jersey Institute of Technology, University of the Potomac

Product Designer, Visual Designer, Creative Director at Freelance

JUNE 2008 - MAY 2020 • REMOTE

- Built a client base of 10+ clients from the ground up through business development, referrals, and securing long-term contracts
- Elevated brand awareness for clients through creative projects that included website/product development, metrics analysis, prototypes, hierarchy audits, B2B/C content, and illustrations
- Delivered persuasive product, sales, marketing presentations resulting in increased revenue
- Maintained high client satisfaction and ratings thorough consistent communications, strategic development, comprehensive bidding, and efficient administration of billing
- Clients: Oracle, H-E-B, Texas Monthly, Creative Suitcase, Chi'lantro BBQ, Original Round Top Antiques Fair, Florida Coastal School of Law, Jacksonville University, Break Away, Sunbrella

EDUCATION

Bachelors of Fine Arts in Graphic Design & Art History at University of Florida

- Grade: 3.9 out of 4.0 GPA; graduated with honors
- Studied abroad in Japan and Greece