

Stacey Lipschitz

UX & Product Designer

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EXPERIENCE

Wix | User Engagement Manager – Wix Education

MARCH 2016 - JUNE 2016; SEPTEMBER 2016 - PRESENT, New York, NY

Managed user experience for WixEd, Wix's hub for educational content with certification programs for web designers on a custom training platform.

User Research: As liaison between users and the team, compiled research from daily interviews, social listening, surveys, and support to inform product and content plans. Led bi-weekly workshop and focus group of web designers for product feedback.

Product Design: Defined personas, user flows and sitemaps for WixEd platform redesign. Worked on feature requirements for platform admin interface to automate processes, saving hours per week of administrative work. Implemented data tracking to measure success of new initiatives, including a hierarchy change that increased a course's completion by 150%. Identified platform usability issues and executed on solutions like creating a tutorial to help onboard users to a new user interface.

Blue State Digital | UX Designer (Internship)

JUNE 2016 - AUGUST 2016, New York, NY

Designed desktop and mobile interfaces for clients including UNICEF and Sierra Club. Involved in full UX process for Sierra Club's Add-Up petition creation platform including user research, personas, user flows, IA, feature requirements, wireframes using Sketch, interactive prototypes, and usability testing scripts. Involved in stakeholder meetings and presented wireframes and prototype to client.

Experiture & Easypurl | UX/UI & Marketing Designer

SEPTEMBER 2015 - MARCH 2016, New York, NY

Created UX, UI and graphic design for in-house and agency client projects, including design of mobile apps, a drag-and-drop email newsletter designer, landing page A/B test designs, and multi-channel marketing campaigns.

Freelance | UX, Web & Graphic Designer

JANUARY 2011 - PRESENT, Global & New York, NY

Macy's | Textiles Designer – Alfani RTW

NOVEMBER 2012 - JANUARY 2015, New York, NY

Designed original prints for women's apparel line, including national bestsellers. Used sales data in design process. Presented market trends to Macy's executives.

EDUCATION

Continuing Education

UX and design courses at General Assembly, FIT, and online via Coursera & Treehouse.

University of Delaware

SEPTEMBER 2008 - MAY 2012 Honors Bachelor of Science Degree

Apparel Design & Interactive Media

TOOLS

Adobe CC: Photoshop, XD, Illustrator, & After Effects

Sketch

InVision

Marvel

Framer

Wordpress

HTML/CSS/SASS

JavaScript

GitHub

Google Analytics

AWARDS

UX EdTech Hackathon:

Led the 1st place winning team in UX strategy, design and presentation in a hackathon at NYU's EdTech incubator.

NY Startup Weekend:

Team awarded 2nd place for our startup idea conceived, user validated, mocked up, and presented within 48 hours.

YMA Fashion Scholarship:

Earned 2 awards for business plans and design strategy in national competitions.

EPA P3 Competition:

Received \$75,000 grant for research and development of sustainable apparel.

VOLUNTEER WORK

Impact Hub, New York Cares, Be Social Change, Art Relief International - Thailand.

TRAVEL BLOG

www.GirlUncharted.com