

# Stephanie DeFranzo,

## Product Designer



Available

[linkedin.com/in/defranzo](https://www.linkedin.com/in/defranzo)

Passionate product designer with over 8 years’ experience across product strategy, design, and user research. I exercise humility, candor, and collaboration in service of exceptional user experiences that make sense for the business and the user.

### Work experience

Feb 2023 - August 2024

**Product Designer**

 **Primary.Health** Community Health Platform, Remote

- Led research & design of a product transition from COVID-era testing & vaccination app into long-term community clinic product.
- Designed both patient & provider facing experiences for web & mobile.
- Defined strategy, personas, and user flows for full product redesign.

Sept 2021 - Oct 2022

**Product Designer**

 **Quantcast** Self Service Ads Platform, Remote

- Owned the designs for Quantcast’s Brand Lift & Audience Planner products.
- Redesigned data visualization language & color palette for the Quantcast self-service product.
- Co-managed atomic design system in Figma. Built atomic, responsive page templates from scratch.

Jan 2021 - Jun 2021

**UX Researcher**

 **Google** Smart Assistant on mobile, Remote

- Designed and conducted user research across product teams within Google’s mobile Assistant and Android products.
- Provided insights and recommendations at generative, iterative, and evaluative stages of design to impact product decisions & direction.

**Methods:** literature reviews, user interviews, usability testing, diary study, cognitive walkthrough, surveys, contextual inquiry

Dec 2019 - Dec 2020

**Product Designer**

 **Polyhooks** Language learning mobile app, Remote

- Designed end-to-end mobile application for iOS and Android.
- Created unique learning experience design for language program.
- Created brand positioning, marketing copy, and responsive marketing website.

May 2017 - Dec 2019

**Product Specialist**


 **Quizlet** Online learning in San Francisco, CA

- Conducted user research to support a \$25M subscription business growing 230% YOY.
- Used qualitative and quantitative data to measure product quality, user pain points, and define opportunity areas.

**Methods:** surveys, user interviews, usability testing, task analysis, A/B testing, user session observations

Apr 2015 - Dec 2016

**Head of Teacher Success**

 **NextLesson** Curriculum e-learning in San Francisco, CA

- Designed and delivered professional development experiences to school districts across the United States.

Jun 2010 - Jun 2012 → Dec 2013 - Mar 2015

**Special Ed Teacher → Focus Team Specialist**

 **Oakland Unified** School District in Oakland, CA

- Classroom teacher for students with mild to moderate learning disabilities → Specialist supporting programs across the district.

### Education



**UX Design:  
Web & Mobile**

DesignLab, 2020



**Intermediate SQL**

General Assembly  
Dec 2018



**Special Education**

Oakland Practitioner  
Teaching Program,  
2010 - 2011  
Mild-Moderate  
Credential



**Sociology**

University of  
Massachusetts, Amherst  
2007 - 2010  
Bachelor’s degree