Stephanie DeFranzo, **Product Designer**



Available

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 (1)



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.

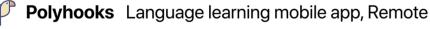
Methods: literature reviews, user interviews, usability testing, diary study, cognitive walkthrough, surveys, contextual inquiry

Dec 2019 - Dec 2020

Product Designer (1)







- 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