

STEPHANIE HUGHES

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My expertise lies in product design and design strategy. I'm a problem solver who envisions and develops creative solutions for modern businesses and consumers. My goal is to design engaging experiences that empower people with powerful features and well-crafted, thoughtful workflows. I'm a passionate user advocate, high-level strategic thinker, and detail-oriented designer.

PROFILE & EXPERIENCE

TRAINIAC

Founding Product Designer

April 2017 - Present

PRODUCT DESIGN + STRATEGY

- Defined and executed the end-to-end user experience, visual design, and architecture of both our Client & Trainer side apps.
- Set up + conducted research sessions and surveys with Trainiac users.
- Built prototypes, conducted user testing, and presented outcome reports to product team and investors.
- Heavy iteration and optimization for onboarding, first-session experience, workout building, progress dashboards, H.I.I.T. + Weight lifting workouts.
- Kept the product team organized with up-to-date mind maps with design and engineering progress during heavy product development cycles.
- Drove offsite agendas to align the team and evolve our thinking together.

CREATIVE DIRECTION

- Creative direction for photoshoots and video shoots used to define our in-app experience and advertising campaigns. (storyboarding, hiring, logistics, apparel, talent management, timeline, shot list, set design, etc.)
- Lead and delivered cross platform advertising campaign strategies and creatives. Managed a team for paid ads and organic growth.

BRAND DEVELOPMENT

- Developed our logo, voice, and premium visual style.
- Brand positioning statement, tagline development, campaign ideation.
- Established our design language across all touchpoints (IG, FB, Pinterest, Website, App Store, Email correspondence, etc.)

FACEBOOK

Product Designer

Jan 2015 - Mar 2017

PRODUCT DESIGN

- Worked closely with cross-functional teams to deliver high quality design solutions for Atlas and Measurement.
- Conducted field research in New York City studying the workflows of the advertising agencies we were building tools for.
- Lead and participated in design sprints and presented our vision for the future of Facebook Ads Measurement to executives.

DESIGN LEADERSHIP + INITIATIVES

- Started an initiative to prioritize creative spaces for designers in the Seattle office and scale out to other locations. Successful in getting designated spaces for us to do our best creative work.
- Developed and organized design events for both the Facebook and Seattle design community as a means to recruit diverse talent and celebrate the impactful work happening in the Seattle area.
- Heavily involved in interviewing designers, making hiring decisions, and onboarding new talent into the company.
- Internal and external speaking engagements for Facebook design.

ARTEFACT
User Experience Designer
June 2011- March 2014

USER EXPERIENCE + VISUAL DESIGN

- Expertise in designing mobile + tablet apps, productivity software, entertainment experiences, operating systems, websites, and wearable tech for a range of clients including Amazon, Samsung, Microsoft, Sonos, Panasonic and Google.
- Responsible for the whole design process from high-level concept ideation, UI, prototyping, and polished visual design resulting in incredibly thoughtful, thorough solutions.

RESEARCH + WORKSHOPS

- Competitive landscape analysis, Field research, RITE testing, and protocol development for user research studies.
- Conducted project kickoff meetings, internal and client-facing group workshops and brainstorming sessions.

CLIENT MANAGEMENT

- Work closely with clients and cross-functional partners to communicate timelines, progress, research findings, and final presentations.

MICROSOFT
Product Designer
June 2010 - June 2011

MICROSOFT IEB

- Redesigned the Xbox indie games website (site architecture + visual style)
- Defined UI / Visual design for indie games on Xbox.

XBOX KINECT

- Designed Xbox Voice Search interactions and explored ways to visualize search results in this new format for the Kinect launch.
- Crafted executive level presentations for alignment and buy-in.

FREELANCE
Designer
June 2009 - Dec 2011

Brand identity, web design, packaging design, and graphic design for a variety of clients including Fortune 100 companies, startups, and design studios.

EDUCATION

UNIVERSITY OF WASHINGTON

Graduation Date June 2010

BFA in Visual Communication Design. Courses in interaction, publication, web, product, and exhibition design as well as typography and corporate identity. Strong influence of clean, Swiss design practices.

UW ROME DESIGN PROGRAM

Five week study abroad program in Rome, Italy focused on design, advanced photography, typography, and design history.

SKILLS & AWARDS

Sketch, InVision, Webflow, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Fireworks, After Effects, Bridge, Keynote Presentations, Jira, Trello, Creative direction, Design leadership, Client management, Product strategy, Product management, Design research, University of Washington Deans List, Phi Eta Sigma National Honors Society, The Dieline's top 10 packaging designs of the week, Published in Asia Pacific Design, Design by Colour, Visual Arts of Liquid Packaging. Holds multiple product patents.