

Stephanie Winfrey

[LinkedIn](#)

stephaniebriones.com

snbriones@gmail.com

Skills

Figma • Product Design • Design Systems • UX & UI Design • Responsive & Mobile Design • Prototyping • Design Tokens • Accessibility & Web Standards • HTML & CSS • Email Design • Brand Design • Data Visualization • Research & User Testing • Graphic Design • Macro Photography

Certifications

Data Visualization and Infographics with D3 • November 2022

Introduction to News Design • July 2016

WAI0.1x: Introduction to Web Accessibility • May 2015

Creative systems thinker with 13+ years of diving into end-to-end product design, leading teams, and geeking out on scalable design systems. I bring a builder's mindset, a love for usability and accessibility, and a user-first approach to everything from components to collaboration.

Experience

Principal Product Designer — CareScout

September 2023 – Present

Leading product design for a two-sided provider / consumer marketplace. Building design systems that prioritize accessibility, ease of use, and long-term scalability—now adopted by designers, engineers, and others across CareScout and our parent company, Genworth.

Principal Designer, Design Systems — Zapier

March 2022 – May 2023

Continued leading the evolution of Zapier's design systems; maintained scalable libraries used by 20+ teams. Advocated for accessibility, introduced design tokens, maintained multiple Figma libraries and plugins, and supported cross-team tooling and education.

Design Manager to Design Systems Lead — Zapier

May 2018 – March 2022

Managed a team of designers and researchers before transitioning back to my IC roots. Partnered with multiple teams to unify UX then helped build a robust design system. During a company-wide rebrand, strategically translated brand foundations into scalable, reusable components and guidelines and aligned teams around a shared visual language.

Senior Designer — Twine

May 2017 - April 2018

Designed intuitive iOS and web experiences that simplified personal finance and investing. Collaborated with a small team to build user-centered products, earning multiple App Store features, including 5x "App of the Day" and Apple Editor's Choice.

Product Designer — Uber

January 2017 - April 2017

Partnered across teams to turn a patchwork of internal tools into one streamlined platform for operations and driver support. Led fast-paced research and design to create a single source of truth that powered day-to-day work across the business.

Product Designer — Zapier

April 2015 – November 2016

Designed and launched intuitive product experiences, mentored designers, and helped roll out the first multi-step Zap Editor. Played a key role in growing the design team and building a culture of collaboration, curiosity, and thoughtful feedback.

Apprentice to Design Director — 8th Light

July 2011 – April 2015

Led a team of designers and collaborated closely with developers—contributing fronted code to software projects using HTML, CSS, and Javascript—to deliver elegant, responsive web and mobile applications. Mentored design apprentices, and helped integrate UX best practices into a highly technical, agile environment. Contributed to client success through hands-on design, collaboration, and strategic guidance.