Steve Anderson

Senior Experience Designer

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Summary

Experience designer with 18 years in digital product design, including seven at Best Buy across post-purchase, self-service support, and mobile commerce. Specialize in simplifying commerce journeys involving sellers, fulfillment models, and support paths so customers can manage orders with confidence. Partner with product and engineering to turn legacy constraints into a path forward.

Skills

Experience Design Capabilities: UX Strategy | Product Design | User Research | Customer Journey Mapping | Interaction Design | Information Architecture | Usability Evaluation | Design Systems & Governance
Design & Prototyping Tools: Figma | FigJam | Axure | Illustrator
Programming Languages: HTML | CSS | JavaScript
AI & Agentic Workflows: GitHub Copilot | Figma Make | Claude Code / Claude (Anthropic) | Webflow MCP

Professional Experience

Best Buy | Richfield, MN **2019 - Present**

Senior Experience Designer, Post-Purchase Experience, 2024 - Present

- Redesigned Purchase History for mobile, reducing support contacts 5% in A/B testing (~$5M in annual operating income), loading up to 3x faster, and doubling how often customers reach Order Details to self-serve.
- Led ground-up redesign of Order Details on mobile-first React Native foundation, targeting 33% drop in post-visit contact rate and sub-2-second page loads while preserving legacy functionality.
- Designed separate Best Buy and Marketplace order experiences in Order Details, giving each its own status, tracking, and support paths so customers always know who to contact.
- Drove a leadership-requested audit of errors, delays, and edge cases, then fixed the highest-impact delivery issues (order and shipping delays) and added real-time carrier tracking statuses where available.
- Designed subscription flows for Geek Squad Protection and YouTube subscriptions.

User Experience Designer, Self-Service Support, 2021 - 2024

- Redesigned Contact Us, Support Home, and Product Support, guiding customers to self-service answers before they contact an agent.
- Partnered with product and engineering teams to deliver self-service solutions, reducing customer-care contacts by 10% while shifting 30% of contacts from phone to chat.

User Experience Designer, Mobile Activations, 2019 - 2021

- Designed T-Mobile integration, expanding carrier options and improving device and plan configuration across mobile purchasing journeys.
- Translated customer needs into streamlined activation workflows, aligning device selection, carrier plans, and activation steps into one cohesive purchasing experience.

ImageTrend | Lakeville, MN **2015 - 2019**

UX Designer

- Designed user experiences for internal and external projects, translating stakeholder vision and user input into concepts.
- Created high-fidelity Photoshop mockups and XD prototypes, refined scalable solutions with engineering, and presented work for stakeholder feedback and approval.

Thomson Reuters | Eagan, MN **2008 - 2015**

Web Designer, 2012 - 2015
Interactive Designer, 2010 - 2012
Associate Web Designer, 2008 - 2010

- Designed engaging, user-friendly, responsive websites for attorneys across desktop, tablet, and mobile devices.
- Collaborated with attorneys, copywriters, developers, project managers, and product teams to address client needs and shape upcoming release experiences.

Education

Bachelor of Arts in Graphic Design | Winona State University