

STEPHEN DUNFORD

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347-303-7775

Senior UX/ UI Designer

UX/UI Designer with 6 yrs. experience in AI, E-commerce, and SaaS. Create user centric experiences for mid-sized companies and startups in B2B and D2C. Drive results through collaboration and focus on the end-to-end user journey.

SKILLS and TOOLS

Testing, Accessibility, Design Systems, Cross-Functional Team Collaboration, Design-Led Workshops, Storytelling, Design Thinking, Agile Methodologies

Figma, Sketch, Adobe Creative Suite, Webflow, Axure RP, Zeplin, Unity, Unreal Engine

EXPERIENCE

Sr. UX/ UI Designer | Clothing Tech LLC

04/2022 – 03/2024

Collaborated with cross-functional teams to enhance a 3D AI SaaS application for fashion design. Led UX/UI design, ensuring consistency across platforms. Facilitated workshops to align goals and streamline project delivery.

Key Achievements:

- Boosted user interactions from 40 to 1500 weekly, increasing engagement and web traffic.
- Delivered design enhancements that contributed to acquiring 6 new beta clients.
- Led a digital marketing campaign that generated 300 unique leads in 6 months.

UX/ UI Designer | Dunford Design LLC

02/2021 – 04/2022

Developed mobile and web experiences for small businesses in sectors of travel booking platforms, landing and sales pages, food delivery, ecommerce, payments. Conducted user research and testing to create UX/UI solutions that improved usability. Shared insights to guide product development. Planned and managed trade-offs to ensure impactful products.

Key Achievements:

- Increased client acquisition by 50+ post-implementation of new designs, serving over 200k visitors.
- Reduced transaction times by over 80%, leading to a 12% + in sales conversions for a mobile app.
- Enhanced lead generation and conversion rates by 400% through targeted website optimizations.

User Experience Designer | Sharif Designs

05/2017 – 02/2021

Directed UX/UI for a fashion e-commerce platform. Optimized user experience through testing and iteration. Balanced customer needs with business goals. Informed product decisions in a changing economy. Collaborated with sales and product management.

Key Achievements:

- Achieved a 300% increase in company sales post-website redesign.
- Developed digital campaigns that doubled online consumer traffic.
- Enhanced the company's digital presence, aligning it with current market trends and user expectations.

Prior to UX Design, 20 years in design for fashion apparel

11/2003 – 12/2021

- Collaboration across cross-functional teams
- Leading design projects from concept to market
- Managing timelines and product lifecycles

EDUCATION

UX Design Principles | General Assembly

Masters in Business Management | Fashion Institute of Technology

Bachelor of Science in Fashion Design | Drexel University

INTERESTS

Generated Ai, Fashion, Accessibility and Inclusion, 3D Design, E-commerce, Beauty, Travel, Family/ Dogs