

Cullen Stephenson

www.cullenstephenson.com

Experience

Sr. Product Designer Form MarketX (*formerly GoSpotCheck*) · Remote · Jun 2021 – present

As a UX team of one, I research, design, and test product solutions for our admin platform, native mobile apps, and image recognition products. I actively shape & conduct discovery phases, design user-centered solutions, prototype & test, and work closely with engineering. Form is a market execution and survey platform with best-in-class image recognition to tag and classify products on shelf.

- Product discovery, customer interviews, usability testing, analytics, field visits, accessibility
- UX, UI, end-to-end design, design systems, research documentation, internal review & education
- Close collaboration with customers, PMs, Engineering, QA, Marketing, Leadership, and Support

Product Designer Rally Health (United Healthcare) · Chicago, IL · Oct 2019 – Jun 2021

As part of United Healthcare, I designed administrative tools & workflow enhancements for an enterprise healthcare solution used by fortune 50 clients and their employees

- Winner of Rally's "Rockstar" award for exemplary work in 2020
- 15% time cost savings after configuration tooling re-design
- Tooling Lead for several product lines, coordinating cross-product experiences
- End-to-end design, legacy overhauls, style guides, cross-functional collaboration, stakeholder reviews

Product Designer Panopta (acquired by Fortinet) · Chicago, IL · Nov 2018 – Oct 2019

Ux team of one for a B2B DevOps infrastructure monitoring and alerting platform. Designing new products, enterprise features, & legacy re-design.

- I joined as their first designer, acquired by Fortinet in 2020
- Defining UX & UI, research, and sales enablement through design
- Wireframes, UX, user flows, visual design, motion, design reviews, and stakeholder collaboration

UX Designer Alchemer (formerly SurveyGizmo) · Seattle, WA · Jun 2016 – Oct 2018

End-to-end product design, concept, research, wireframes, prototypes, UI, documentation, validation, usability, and production.

- Translating feedback and research into new products and features
- Visual design, design systems, prototyping, user interviews, product validation, and rapid iteration

Adjunct Professor University of Washington · Seattle, WA · Jan 2015 – Apr 2016

Teaching design, illustration, photography, and animation to students across varying skill levels

- Leading critiques, lectures, collaborative workshops, and class discussions.

Visual Designer CipherCloud · San Jose, CA · Jun 2014 – Sep 2015

Responsible for UI, style guides, custom icons, red-lines, and design reviews in an agile environment

- Visual Design, iconography, illustration, collaboration with Development

Skills

UX, UI, user research, visual design, illustration, interaction design, prototyping, animation, information architecture, responsive design, native mobile, design systems, content audits, wire-framing, copy whiteboarding, competitive analysis, user interviews, user testing, collaborative design, product validation, storyboarding, storytelling, paired design, HTML, CSS, JS (some), Pendo, Miro, Figma, Sketch, Framer, Principle, Adobe Suite, Chrome DevTools, HighCharts, Jira, Confluence

Education

MFA, Print Media – Cranbrook Academy of Art, Bloomfield Hills, MI

BFA, Painting – University of Kansas, Lawrence, KS