

Kaycie Stanger

Product designer

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Experience

UX DESIGNER

VALIDITY (B2B MARTECH) | SEPT 2025 - SEPT 2026

- Pioneered an AI-led design process using Claude Code, adopted by 4 squads, that let PMs and engineers contribute designs directly and cut concept to engineering-ready spec from weeks to days
- Built the settings and notifications system for 2 AI agents where none existed, giving 4 squads one shared pattern instead of shipping one-off changes
- Led IA research on the company's highest-traffic product, using sales, support, and marketing as user proxies (28-person survey, 19-person card sort, 3 interviews) plus a 5-person usability test; findings became the navigation model for the new AI app, which got 17 enterprise signups before GA
- Rebuilt 5 design system components for AI workflows with engineering, so non-designers could prototype accurately without design-to-code mismatches

PRODUCT DESIGNER

LITMUS (B2B MARTECH) | JUN 2024 - APR 2025

- Spearheaded A/B test on highest-traffic feature to promote an underutilized email personalization feature, lifting its adoption 14%, and resulted in leadership to fund more growth experiments there
- Built a mixed-methods research program pairing interviews and usability tests with weekly continuous discovery calls, shaping 12 net-new visual editor experiences
- Led design on 9 projects for an email personalization visual canvas editor that grew to 600+ enterprise accounts in 2 years

JUNIOR PRODUCT DESIGNER

LITMUS (B2B MARTECH) | JAN 2023 - JAN 2024

- Exceeded the year one user goal for a 0-to-1 product by 133% by designing its core architecture and running growth experiments
- Improved retention 8% by using research to find high-opportunity areas and redesigning the features that mattered most
- Designed a library of 34 customizable templates for the interactive content editor, giving users a starting point instead of a blank canvas

ASSOCIATE PRODUCT DESIGNER

LITMUS (B2B MARTECH) | APR 2022 - JAN 2023

- Audited the product's UX/UI and turned findings into a prioritized roadmap
- Redesigned UI elements to meet WCAG accessibility standards across product areas that affected 40% of users
- Contributed to the design system by expanding components, color, and typography standards so designers could build new screens without custom work

Education

- Ultraspeaking | Communication masterclass | May 2025
- Growth.Design | Product psychology certification | January 2025
- Learn UI Design | UI masterclass | June 2023
- Springboard | UX/UI certification | December 2021