

Victoria Stewart

Senior Product Designer

8+ years of experience shaping product experiences, building design systems, and leading design strategy. I partner closely with product and engineering teams to design intuitive experiences that deliver **meaningful user and business outcomes**.

WORK EXPERIENCE

Senior Product Designer @ FOXGROOVE Interactive

2022 - Current, Philadelphia PA

Led end-to-end design strategy for core product features, balancing user needs with business goals to **drive operational improvement**.

Leveraged AI-powered tools to rapidly translate complex user needs into scalable, user-centered prototypes across **web and native mobile platforms**.

Acted as a **key design voice** in cross-functional teams, influencing product decisions at a strategic level.

Product Designer @ FOXGROOVE Interactive

2020 - 2022, Philadelphia PA

Delivered competitive research and heuristic analysis that informed **2 new product launches** and **improved sign-up conversion by 14%**.

Conducted usability testing and iterated on design decisions based on findings and customer feedback, **increasing user satisfaction**.

Established and scaled design systems to support brand consistency and adoption.

Product Designer @ Korn Ferry

2019 - 2020, Philadelphia PA

Led a UI component library initiative that improved design pattern consistency in development across all enterprise products.

Collaborated with product owners and UX designers to produce high-fidelity interfaces and prototypes across multiple enterprise products.

Brainstormed solutions for complex design strategy prompts through team studio workshops.

User Experience Designer @ Independence Blue Cross

2018, Philadelphia PA

Researched user needs and painpoints through affinity mapping, card sorting, user interviews, usability testing, and user surveys.

Developed initial wireframes into high-fidelity designs following corporate design guidelines to maintain consistent company branding.

Leveraged user testing results to validate design decisions and gain stakeholder buy-in, demonstrating the business value of a user-centered design across a large organization.

TOOLS

Figma

Figma Motion, Figma Make

Cursor, V0

Claude, ChatGPT

Azure Dev Ops

SKILLS

Product Strategy

System Design

Design System Architecture

Cross-Functional Leadership

User Research & Insights

HTML/CSS/React

EDUCATION

Drexel University

Bachelor Of Science,

Interactive Digital Media

Summa Cum Laude

HONORS

Webby Award, Advertising

Webby Awards, 2020

American Web Design Award

Graphic Design USA, 2018

Rose Gold Muse Award

Muse Creative Awards, 2018