

Steph Lambruschini

Senior Product Designer | Mobile / Tablet / Web

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Memphis, TN | Open to Remote Roles

SUMMARY

Senior Product Designer with 8+ years of experience and a scientist's instinct for solving complex problems. I design B2C and B2B experiences across mobile, tablet, and web, and have delivered \$102.5M+ in measurable revenue by validating every design decision through usability testing, store visits, and direct customer research. With deep ownership of iOS and Android for millions of users, I bring systems thinking, AI-native prototyping, and meticulous design documentation to cross-functional teams, making complex platforms feel effortless.

CORE SKILLS

Research & Testing: Usability testing, moderated & unmoderated user interviews, A/B testing, quantitative & qualitative research, journey mapping, competitive analysis, in-store customer testing

Design & Prototyping: UX/UI design, wireframes, high-fidelity prototypes, interaction design, design systems, mobile-first design, iOS & Android native patterns, responsive design

Documentation & Handoff: User flows, interaction specs, design requirements, design system documentation, cross-functional alignment with Product & Engineering

Accessibility: ADA compliance, WCAG standards, inclusive design

AI & Tools: Figma (AI + prototyping), Framer, Claude, CoPilot, Adobe CC, Miro, Notion, Jira, Quantum Metrics, Adobe Analytics, Qualtrics, Baymard Institute

Leadership: Cross-functional collaboration, stakeholder alignment, design critiques, executive storytelling, mentorship, agile, intern management

EXPERIENCE

Senior Product Designer — B2C Mobile App & B2B Web

AutoZone | Memphis, TN (Hybrid)

June 2023 – Present

- Delivered \$102.5M+ in measurable revenue, led by \$75.1M in fulfilled sales (+32.2% YoY) through usability-tested redesign of vehicle fitment badges, increasing sales penetration from 16% to 19%.
- Drove incremental revenue through three additional research-validated features: \$14.5M from Apple Pay and Google Pay checkout design (202K orders); \$13M in first-year bundle deal revenue (+14% app sales growth, +3.4% AOV); and \$14M from PayPal Express integration (+\$4.1M YoY, now 16% of all app payments).
- Scaled app engagement to 38M visits (+40.4% YoY) and 2.75M new installs through analytics-informed redesign of search and deep linking while increasing loyalty penetration to 82%, sign-in rate to 63.1% (+6%), and driving 459K new rewards account creations.
- Applied usability testing, sales analytics, and iterative research throughout the product lifecycle to validate design decisions. Reducing cart abandonment by 6.1% through the Save for Later feature and streamlining authentication with one-time passcode flows to simultaneously increase sign-in rate and loyalty penetration.
- Owned design of strategic platform initiatives, including Warranty, Loyalty Pilot, PayPal Express, and privacy compliance (OneTrust SDK) applying systems thinking and iOS and Android native design patterns across Commerce, Site Experience, Product Discovery, Digital Design, and Customer pods to ensure seamless platform integration.

- Accelerated design exploration by integrating AI-native tools, including Figma AI, Baymard AI, Claude, and CoPilot into the design process for rapid concept generation, functional prototyping, and research synthesis, enabling faster iteration and higher-fidelity stakeholder alignment.

Senior Product Designer

Bizi Inc. (Freelance) | Remote

May 2024 – August 2024

- Led UX research and end-to-end design for an educational platform's second pilot phase, ensuring ADA compliance and readiness for rollout across 20-25 schools by the 2024-2025 academic year.
- Produced structured design documentation and maintained close developer partnerships through detailed handoff and iterative design reviews, reducing design-to-development friction.

Product Designer

Calago Films (Freelance) | Remote

April 2023 – September 2023

- Led end-to-end brand and web design from discovery workshops to final Framer build, boosting user engagement by 50%.

Lead Product Designer

Sean's Legacy (Part-Time) | Remote

March 2022 – June 2024

- Managed a 40-person multidisciplinary agile team, delivering 10 MVP features with 100% satisfaction from users, investors, and stakeholders.
- Mentored designers across the team, promoting best practices and fostering a culture of innovation throughout the product lifecycle.
- Grew team enrollment by 180% through recruitment strategy, performance analysis, and team development.

Lead Product Designer

Safe Place International (Contract) | Remote

June 2022 – March 2023

- Led a 30-person cross-functional team to design and ship a mobile and desktop community platform, achieving 100% client satisfaction.
- Ran weekly stakeholder interviews, sprint planning, and design workshops to maintain on-time delivery throughout the project lifecycle.

Lead UX/UI Designer

Cognitive ToyBox (Contract) | Remote

Feb 2023 – June 2023

- Led a team of 5 designers to redesign an EdTech platform, reducing task completion time through optimized information architecture and high-fidelity prototypes.
- Increased engagement by 20% through agile design workshops and validated B2B and B2C experiences aligned to educator and parent needs.

Project Manager

Tech Fleet | Remote

September 2022 – April 2023

- Maintained a 95% on-time delivery rate across multiple product teams through robust tracking systems and proactive risk management.
- Reduced project errors by 15% through cross-functional leadership, clear communication, and systematic problem-solving.

Research & Development Senior Scientist

Histogen | San Diego, CA

August 2018 – March 2022

- Conducted bio-analytical research including protein analysis, growth factor quantification, and extracellular matrix processing in support of pre-clinical IND submissions to the FDA.
- Authored and presented final reports for stability, batch analysis, and assay comparison studies to support regulatory submissions.

EDUCATION

Bachelor of Science, Biology

2018

University of Illinois at Urbana-Champaign