

# Stephanie Koppes

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## Senior Product Designer

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I specialize in AI-assisted, data UX, product strategy, and user research for B2B SaaS and e-commerce platforms. I lead end-to-end UX design for CRM and e-commerce products, delivering multimillion-dollar revenue growth, optimizing experiences for 100K+ users, and increasing conversion by 17% and communication effectiveness by 38%.

## Experience

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### Scentsy, Inc.

Senior UX Designer (Full-Time)

November 2019 - March 2026

- Led end-to-end UX design for Scentsy Connect CRM mobile app, using AI-assisted workflows and prompt engineering to accelerate design and prototyping; delivered \$9.6M projected revenue lift (+17%), 13K WAU (+30%), and 11.7% conversion (highest channel).
- Directed UX upgrades to the Workstation CRM communications experience, driving +16% MoM growth in emails sent, +38% increase in delivered emails (elevated deliverability), and +18% MoM revenue growth in associated revenue since release.
- Oversaw end-to-end UX improvements (research, flows, IA, wireframes, UI, prototyping) for the Consultant CRM Workstation serving 100,000+ users, contributing to a 16% increase in Consultant activity.

### Picaboo

Senior Front-End Developer & UX Designer (Full-Time)

September 2014 - November 2019

- Directed UX design and front-end development for Picaboo.com's e-commerce experience, improving usability, checkout flow, and site performance through iterative design and implementation.
- Managed CMS content updates, UI enhancements, and improved usability, site performance, and visual consistency across key pages.
- Created user flows, journey maps, and wireframes for key e-commerce experiences (browse, customize, checkout), translating requirements into high-fidelity UI and interactive prototypes.

### Hewlett-Packard via KOHL Group

Interaction Designer (Contract)

January 2013 - September 2014

- Led the redesign of a web-based management tool for installing, configuring, troubleshooting, and managing HP and multi-vendor network printers, owning UX from discovery and research through usability testing and developer handoff.
- Defined information architecture, user flows, and interaction patterns; introduced concepts that improved usability and workflow efficiency.
- Produced wireframes and high-fidelity interactive prototypes; ran usability tests and iterated based on user feedback.

### Other Work Experience

- Website Designer (Contract) — Xtreme Consulting Group.
- Website UX Design Specialist (Contract) — TEKsystems | Idaho Department of Health & Welfare.
- Website Designer (Full-Time) — Idaho Lottery

## Education

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### Boise State University

Bachelor of Arts | Graphic Design

## Skills

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**AI & Emerging Tools** | AI-Assisted UX Design (Claude, ChatGPT), Generative AI for Design, Prompt Engineering, Figma Make (AI Prototyping), Microsoft Copilot

**UX & Product Design** | Product Design, UX Strategy, Interaction Design, Information Architecture, Design Thinking, Design Systems, B2B SaaS Design, CRM Design, Mobile App Design, E-commerce UX, Conversion Rate Optimization

**Research & Testing** | UX Research, Usability Testing, A/B Testing, Heuristic Evaluation, Data-Driven Design, Customer Journey Mapping, Focus Groups

**Prototyping & Design** | Prototyping (Wireframes to High-Fidelity)

**Accessibility** | WCAG 2.2 Accessibility, Responsive & Mobile-First Design

**Tools:** | Figma, Adobe Creative Suite, Google Analytics, Hotjar, Qualtrics, Jira

**Leadership & Methods** | Agile, Scrum, Stakeholder Management, Workshop Facilitation, Cross-Functional Collaboration, Design Leadership, Roadmap Prioritization, Design Ops

## Certifications

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### Interaction Design Foundation

<b>AI for Designers</b>   ID: 100638-2023-983540	2023
<b>Accessibility: How to Design for All</b>   ID: 100638-2023-851927	2023
<b>User Research: Methods and Best Practices</b>   ID: 100638-2023-869793	2023
<b>Journey Mapping</b>   ID: 100638-2023-856676	2023
<b>Design for the 21st Century with Don Norman</b>   ID: 100638-2023-863115	2023
<b>Data-Driven Design: Quantitative Research for UX</b>   ID: 100638-2023-860534	2023
<b>Design Thinking: The Ultimate Guide</b>   ID: 100638-2023-555829	2023
<b>Mobile UX Design: The Beginner's Guide</b>   ID: 100638-2023-851929	2023
<b>Human-Computer Interaction (UX Foundations)</b>   ID: 100638-2023-863589	2023