

Stephanie Koppes

Senior UX Designer | Boise, ID | +1-208-859-7843 | stephaniekoppes@gmail.com | stephaniekoppes.com |
linkedin.com/in/stephaniekoppes

Senior Product Designer

Senior Product Designer specializing in AI-assisted, data-driven 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

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.
- Manage end-to-end UX improvements (research, flows, IA, wireframes, UI, prototyping) for the Consultant CRM Workstation serving 112,000+ 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.
- Web Designer (Full-Time) — Idaho Lottery

Education

Boise State University

Bachelor of Arts | Graphic Design

Skills

AI UX Design, AI-Assisted UX Design, Generative AI for Design, Generative AI Tools, Prompt Engineering, Figma Make (AI Prototyping), Product Design, UX Strategy, UX Research, Interaction Design, Wireframing, Prototyping, High-Fidelity Prototyping, Information Architecture, Customer Journey Mapping, Data-Driven Design, A/B Testing, Usability Testing, Design Thinking, Heuristic Evaluation, WCAG 2.1 Accessibility, Responsive Web Design, Mobile-First Design, Agile, Scrum, Stakeholder Management, Workshop Facilitation, Figma, Adobe Creative Suite, Google Analytics, Hotjar, Qualtrics, Microsoft Copilot

Certifications

UX Design | Interaction Design Foundation (IDF) | ID: Certificate URL:

2023

<https://www.interaction-design.org/members/stephanie-koppes>

Certifications in User Research: Methods and Best Practices, AI for Designers, Accessibility: How to Design for All, Journey Mapping, Design Thinking: The Ultimate Guide, Mobile UX design, Human-Computer Interaction: The Foundations of UX Design, Data-Driven Design: Quantitative Research for UX, Design for the 21st Century with Don Norman