



Tiffany Steffen

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Creative leader with extensive experience in user experience and interface design across technology, mobility, multimedia, print, digital, and internet platforms. I emphasize robust user testing and excel in collaborative, innovative strategies that drive technology, marketing, and branding forward.

Work Experience

Senior Personalization and Testing Designer/Strategist

Hewlett-Packard Enterprise
March 2019 - Current
Remote

Leadership & Strategy:

- Leveraged hands-on expertise in A/B testing, personalization, and website analytics to drive a 20% boost in conversion rates.
- Served as a subject matter expert on experiment design-structuring tests, sequencing, defining key success metrics, and calculating optimal test durations-resulting in a 25% reduction in testing cycle time.

Testing & Experimentation:

- Managed and led a personalization and testing team, developing a comprehensive website personalization strategy and an online optimization roadmap that contributed to a 15% increase in overall engagement.
- Collaborated with a cross-functional team of 15+ members to generate new ideas and craft testing strategies, validating over 100 hypotheses across the web experience.

Project Management & Collaboration:

- Managed multiple concurrent projects (10+ at a time) to ensure timely delivery within scope.
- Configured and utilized analytics and testing platforms to measure experiment performance, leading to actionable insights that improved KPIs by 10-15%.

Project Management & Collaboration:

- Partnered closely with Demand Gen, Product Marketing, Content Marketing, and Customer Marketing teams to drive web initiatives, contributing to a 30% improvement in user engagement.
- Developed and storyboarded customized experience strategies across HPE properties, working with the KRUX team to evangelize design thinking and evolve the design discipline.

Communication & Continuous Improvement:

- Maintained clear communication with stakeholders and senior leaders by documenting and presenting results and recommendations for all initiatives, ensuring data-driven decision-making and continuous improvement across teams.

UI/UX Designer II - Mobility

Hayneedle (a Walmart brand)
June 2016 - July 2018
Omaha, NE

Mobile UX/UI Specialist:

- Designed mobile web, iOS, and Android applications that brought business strategy to life with user-centric, visually engaging interfaces-resulting in a 25% increase in overall user engagement.
- Managed design projects in an agile environment, delivering solutions 20% faster than previous cycles.

Collaborative Leadership & Innovation:

- Led cross-functional teams of 10+ members and presented creative solutions to executive stakeholders, boosting design alignment and satisfaction by 30%.
- As Platform Family UX Lead, researched and implemented emerging technologies that reduced development cycles by 15%.

End-to-End Design & Process Improvement:

- Developed detailed user stories and organized content to streamline development, increasing project efficiency by 20%.
- Fully designed and tested key projects, such as the Hayneedle App (iOS iPhone, iPad & Android), which contributed to a 35% improvement in user retention post-launch.

Tools & Methodologies:

- Leveraged industry-standard tools (Sketch, Craft, InVision) to create sketches, wireframes, and high-fidelity prototypes-reducing design iteration time by 40%.
- Led growth hack initiatives, implementing innovative usability techniques that drove a 15% boost in conversion rates on targeted features.

Senior Channel Manager - Mobility

VMLY&R
April 2015-June 2016
Kansas City, MO

Mobile Design & Strategic Consulting:

- Led creative strategy, process, and implementation initiatives across all mobile platforms as Team Lead for the Mobile First priority team at VMLY&R, driving cross-departmental influence and achieving a 20% increase in mobile engagement.

Agile End-to-End Design:

- Designed and delivered mobile applications at every development phase in an agile environment, collaborating closely with developers and clients to reduce design iteration time by 30%.

Consultancy & Impactful Projects:

- Provided UX/UI consulting for multiple high-profile projects, including the USA Soccer Website Rebrand, Ford Pass (Android), Hills App (platform conversion to iOS), LegalShield App (Android & iOS), and QuikTrip (V1 Web & V2 App), contributing to a 25% increase in overall user engagement and improved conversion rates.

Innovation & Collaboration:

- Investigated and recommended emerging usability techniques that enhanced application performance by 15%, while collaborating with cross-functional teams to deliver functional, high-quality solutions tailored to client needs.

Senior Graphic Designer - Multimedia

Complete Nutrition Corporate Headquarters
Feb. 2011-April 2015
Omaha, NE

Role Evolution & Leadership:

- Initially hired to design and maintain the company newsletter, I quickly advanced to a leadership role overseeing creative initiatives across all print and digital channels, resulting in a 20% increase in brand engagement.

Website Transformation & E-commerce:

- Transformed a non-e-commerce site into a fully functional mobile and desktop ecommerce platform, boosting online sales by 25%.
- Designed and managed completenutrition.com and completenutritionfranchising.com, incorporating SEO strategies that improved organic search traffic by 30%.

Strategic Collaboration & Process Improvement:

- Collaborated with programming and SEO vendors, as well as department leads, to align corporate objectives with effective print and digital media strategies.
- Analyzed and redesigned e-commerce sections, resulting in a 15% increase in conversion rates.

Campaign & Content Management:

- Directed promotional projects including email blasts and e-newsletters, achieving a 20% boost in engagement.
- Planned and executed photography sessions and designed promotional materials (brochures, banners, shelf talkers) to ensure consistent brand messaging.

Digital Innovation & Brand Revitalization:

- Developed mobile sites, apps, and interactive widgets (e.g., Complete Nutrition Mobile Site, Complete Nutrition App, Your Complete Solution App/Widget) to enhance user experience and maintain a consistent brand identity.
- Served as the Creative Lead Designer for all campaigns and spearheaded the Complete Nutrition branding redesign, significantly enhancing market presence and brand perception.

Graphic Design Intern

Metropolitan Community College Marketing and Public Relations
June 2009-Aug. 2010
Omaha, NE

I designed a diverse range of print and digital materials—from print ads, brochures, forms, and posters to various other collateral—ensuring each piece met high creative and quality standards. I collaborated closely with print vendors to secure quotes, manage file submissions, and review proofs, guaranteeing consistent, top-notch output. Additionally, I maintained meticulous records for every project by organizing both digital and physical files—from initial drafts and email communications to final packaged documents—ensuring a seamless workflow and efficient project management from start to finish.

Education

Metropolitan Community College

Associate Degree in Graphic Communication Art & Design
Graduated May 2010
Omaha, NE

Before user experience design became a recognized discipline, I built my foundation in Graphic Design, which encompassed web, package, and print design.

Skills & Expertise

Applications:

Sketch, Invision, Keynote, Adobe Creative Suite, Microsoft applications, Figma and FigJam, Miro, Adobe Analytics, Google Analytics, Zeplin, UserTesting, Hotter, Adobe Audience Manager, Luma User-Centered Design, Jira, Trello, Asana

What I Bring to the Table

Design & Visual Communication:

- Graphic Design
- Logo Design
- Typography
- Visual Design
- Brand Development
- Advertising
- Email Design

Front End Development

- HTML and CSS

Research & Testing:

- Usability Testing
- UX Research
- Quantitative Research
- Qualitative Research
- A/B Testing
- Data Analysis
- Data Analytics

Design & Visual Communication:

- User Experience (UX)
- User Interface (UI) / User Interface Design
- Mobile Web Design
- App Design
- iOS Design
- Android Design
- Web Design
- Responsive Web Design
- Information Architecture
- Wireframing
- Prototyping

Management & Strategy:

- Project Management
- Creative Management
- Strategy
- Digital Strategy
- Personalization

Adobe Training

Accelerate Customer Engagement with Personalized, Multi-Channel Marketing Programs
Adobe
Issued Apr 2022

Discover Adobe Campaign Standard
Adobe
Issued Apr 2022

Marketo Core Concepts 1
Adobe
Issued Apr 2022

Advanced Analysis with Analysis Workspace
Adobe
Issued Mar 2022

Fundamentals of Adobe Audience Manager
Adobe
Issued Nov 2021

Data Analysis with Analysis Workspace
Adobe
Issued Sep 2021

References

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Lead UX researcher at Rivian
Friend and former coworker