Stephanie Kellam

Senior UX & Product Designer
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SUMMARY

Senior UX and product designer with 6+ years shipping B2B SaaS, compliance kiosks, and operator tooling for companies like Dick's Sporting Goods and Giant Eagle. I started in a classroom, and that shaped everything: clarity is not optional. I run discovery, own the architecture, prototype in code when Figma isn't enough, and hand off work engineers can actually build from. MS in Management Information Systems with an HCI concentration. Bilingual English/Spanish. I use Claude, ChatGPT, Google Stitch, and Replit across my workflow, not to replace the thinking, just to make more room for it.

EXPERIENCE

Founder & UX Consultant **Jul 2023 – Present**
Apex UX (Independent Consultancy)

- Founded and operate an independent UX consultancy serving small businesses and a gaming technology client.
- Lead stakeholder discovery for each client: brand interviews, goal alignment, and vision workshops. Apply UX principles, not just UI, to every deliverable.
- Design and ship websites end to end: information architecture, wireframes, and final build, grounded in each client's user and business goals.
- Designed and launched TRECE Friendly Food's first website, pickup ordering, and payment workflow (ATH Móvil and WhatsApp) in one week, discovery to launch, with $0 platform fees on pickup orders.
- Redesigned the Bad Dog Admin platform as an unsolicited initiative. Not implemented due to bandwidth, but it directly led to an expanded contractor scope.
- Served as sole UX designer and LATAM Technical Account Manager for Bad Dog Games for one year as a contractor, designing their route management system, before being hired as a W2 employee based on results delivered.

LATAM Technical Account Manager **Jan 2025 – Jun 2026**
Bad Dog Games

- Designed a compliant point-of-sale payout system for a confidential Bad Dog Games client, end to end: discovery through final UI, compliance logic, error prevention, and operator workflows across 7 screens. Surfaced 20+ edge cases through structured stakeholder discovery.
- Redesigned technician-dependent route data collection into a player-initiated QR workflow: no app download, works on any iPhone or Android, bilingual English/Spanish, removing the technician dependency behind 7-day machine lockouts.
- Created a client-facing B2B presentation for Caribe to communicate Bad Dog's product offering to Caribe's client network. Design quality was recognized by company ownership.

Experience Designer **Feb 2022 – Jul 2023**
Giant Eagle (GetGo)

- Reduced add-to-order friction by 43% through iterative redesign grounded in usability testing and heuristic evaluation.
- Consolidated the mobile menu from 419 to 205 items and from 7 navigation levels to 4, increasing online ordering efficiency by 29%, validated through A/B testing.
- A/B test results: correct item-finding rate improved from 76% to 89%. Average time to find an item dropped from 38s to 27s.
- Ran the full research stack: user interviews across three personas, tree testing, usability studies, competitor benchmarking, journey mapping, and persona development.

UX Designer **Aug 2019 – Feb 2022**
Dick's Sporting Goods

- Sole UX designer on Protect It, an enterprise SaaS platform (mobile app and corporate web portal) that replaced a binder-based security tagging system used across 726 stores. Designed in three months, discovery through delivery, for 5 stakeholder groups.
- Co-designed the CALIA by Carrie Underwood responsive website redesign with UX Designer Dennae Makel. Owned footer, filters, BOPIS messaging, and prototypes, with shared research and testing. CALIA sales doubled year over year in the first month post-launch and site traffic increased 193%.

- Contributed to design system maintenance across product teams: component libraries, interaction patterns, and style guides.
- Partnered with product and engineering through the full lifecycle to ship customer-facing features.

SKILLS

UX & Product Design: End-to-End UX/UI, Interaction Design, Information Architecture, Wireframing, Prototyping (Lo-Fi to Hi-Fi), Responsive Design, Visual Design, Branding, Design Systems, Compliance UX, Accessibility

Research: User Interviews, Usability Testing, A/B Testing, Tree Testing, Card Sorting, Heuristic Evaluation, Journey Mapping, Persona Development, Mixed-Method Analysis

Design & Research Tools: Figma, Figma Make, FigJam, Miro, Maze, Qualtrics, Dovetail, Optimal Workshop, UserTesting.com

AI Tools: Claude, ChatGPT, Gemini, Google Stitch, Replit, Lovable, Framer AI

Process: Agile/Scrum, Cross-Functional Collaboration, Stakeholder Workshops, KPI Tracking, Product Lifecycle Management

Technical: HTML/CSS, Adobe Analytics, Google Workspace, Microsoft 365

Industries: SaaS, B2B Software, Enterprise Platforms, E-Commerce, Gaming Technology

EDUCATION

M.S., Management Information Systems, HCI Concentration **2019**
Nova Southeastern University | Magna Cum Laude

B.S., Education **2009**
University of South Florida | Cum Laude

LANGUAGES

English (Full Professional), Spanish (Full Professional)