Stephen (Stef'n) Ellis
Product Designer

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Work Experience

Uplevel - Principal Product Designer
2023 - 2025 · 2 yrs

Engineering analytics startup where I transformed key metrics into actionable insights with intuitive data visualization and AI-driven reporting; increasing user engagement by 50% and helping customers improve their delivery metrics by 20x.

- **Design Leadership**: Facilitated design sprints to align C-suite, product, and engineering leads on a new experience that shifted from static metrics to trend-based insights.

- **Cross-Functional Collaboration**: Partnered with Data Science, Account Executives, and Support to create a new engineering productivity framework.

- **Brand & Storytelling**: Led a rebrand to position the product as a trusted platform of decision-making for leaders.

Fauna - Head of Design
2021 - 2023 · 2 yrs

Severless database startup where I identified churn and slow activation as blockers to growth; leading to a redesign that reduced user activation from 2–3 days to 15 minutes.

- **Product Redesign**: Designed a new onboarding, command-line interface and documentation experience to enable developers to move through key activation milestones faster.

- **Research & Metrics**: Created a research repository to systematically capture and correlate user feedback across multiple channels, enabling data-driven improvements.

- **Product-Led Growth**: Designed an new ad-hoc query tool and language syntax to remove friction during onboarding.

New Relic - Lead Product Designer
2020 - 2021 · 1 yr

Enterprise observability platform where I redesigned their IAM tools to drive adoption of paid features; migrating ~4 million users in just 3 clicks, and increasing revenue by 15%.

- **Design at scale**: Managed design for multiple IAM teams at a large enterprise org, collaborating across platform pillars.

- **Strategic Impact**: Contributed to roadmap planning with insights from user interviews, feedback, and analytics.

- **Design Excellence**: Worked with executive C-suite at a large org to align business strategy with user needs.

Professional Talks

XD Summit
2021 - Portland, OR

Chicago IA/UX
2020 - Chicago, IL

ConveyUX
2020 - Seattle, WA

Teaching

Portland State University
Interaction & Game Design

Stetson University
Digital Art & Game Design

Education

MFA, Digital Arts
University of South Florida (2013)

BFA, Fine Arts
Central Washington University (2008)

Certifications

UX Certification
Nielsen Norman Group (2020)

Front-end Development
Portland Code School (2015)

Skills

Software
Adobe CS, Unity, Tableau, Figma, Git

Programming
Javascript, Python, HTML, CSS, MySQL, C#

Research
Personas, User Journeys, Heuristics, User interviews, Analytics

Avinode Group - UX/UI Manager

2018 - 2020 · 2 yrs

International Aviation platform where I designed their first iOS app, transforming paper-based workflows into a seamless digital experience; increasing adoption by 30% and market share by 20%.

- **Team Leadership**: Led a distributed team of UX/UI designers, managing workloads, mentoring designers, and fostering a collaborative, high-performing environment.
- **UX Vision & Strategy**: Established a user-centered approach with iterative improvements aligned to business goals, conducting field research to ensure the mobile experience met real-world needs.

Moda Health - UX Designer

2016 - 2018 · 2 yrs

I modernized outdated provider tools and built a design system to unify Moda's fragmented digital properties, ensuring consistency, responsiveness, and accessibility across all brands.

- **Provider experience**: Redesigned the provider portal and streamlined workflows, reducing task completion times by 60% and increasing provider satisfaction by 25%.
- **Medicaid Benefits**: Made benefits more accessible by restructuring site navigation and optimizing mobile usability, leading to a 30% drop in support calls and greater self-service adoption.

AltSource - UX Designer

2015 - 2016 · 1 yr

I worked on a suite of digital tools for Consumer Cellular, focusing on a fully responsive web redesign, an Android mobile app update, and inventory management system.

- **Website & Mobile Redesign**: Reduced the site footprint by 40%, improved self-service options, and established a unified digital presence, aligning messaging across all touchpoints while implementing baseline 508 compliance for better accessibility and readability.

Portland State University - Adjunct Professor

2022 - 2024 · 2 yrs

Taught Interaction Design and Game Design courses, helping Art & Design majors develop creative problem-solving skills through hands-on workshops, critiques, and interactive media projects.

- **Program Development**: Secured a $75,000 grant to pilot a game design program, developing curriculum, creating new courses, and building industry partnerships.
- **Student Engagement**: Taught new courses each quarter, expanding opportunities in interactive media and positioning the university as a hub for game design and HCI education.

Stetson University - Professor of Digital Arts

2012 - 2015 · 3 yrs

Tenure-track professor teaching courses in web (HTML/CSS), graphic design, photography, digital video, game development (Javascript/Unity), and research methods.

- **Program & Lab Development**: Responsible for designing course curriculum, as well as being Designed course curriculum and played a key role in developing the motion capture/lighting studio, render farm, and digital printing lab.
- **Academic Leadership & Mentorship**: Served on several academic committees, managed student workers in the Digital Arts department, and was the faculty advisor to our majors. Worked as a studio artist in web and game design, as well as large-scale, interactive installations.