

Stephanie Gross

Trained in Human Cognition. Fluent in AI Tools. Building the UX That Connects Both.

Compliance & Enterprise UX · B2B SaaS · Fintech · AI-Augmented Practice · Forward Deployed UX

6+yrs

UX & PRODUCT DESIGN

43%

FRICTION REDUCED (GETGO)

193%

TRAFFIC LIFT (CALIA)

EN/ES

BILINGUAL

PROFILE

Senior UX designer with 6+ years designing B2B SaaS platforms, compliance systems, operator tooling, and e-commerce for Dick's Sporting Goods, Giant Eagle, and Bad Dog Games. I bring **deep expertise in how people learn, make decisions, and recover from errors**, grounded in international teaching experience in Vietnam and a bilingual background, now applied to high-stakes product design. I operate at the intersection of design, client communication, and technical implementation — AI-fluent, vibe-coding daily with Claude, ChatGPT, and Replit. MS in HCI, Magna Cum Laude. Seeking **Forward Deployed Engineer, Senior UX/Product Designer, or Head of UX** roles.

EXPERIENCE

Technical Account Manager & UX Designer

January 2025 – Present

Bad Dog Games · San Juan, PR · Gaming Technology · Fintech · Compliance

- Primary technical and relationship point of contact for LATAM clients; bridge product, compliance requirements, and client-facing communication across language and cultural contexts (EN/ES). A forward-deployed role in practice: embedded with clients, translating their needs into shipped product.
- Designed a **compliant point-of-sale system end-to-end** as sole UX designer: discovery, IA, wireframes, high-fidelity UI, compliance gate logic, error prevention, and operator workflows across 7 screens.
- Converted from contractor to W2 based on results delivered during the Apex UX contracting period.

Founder & UX Consultant

July 2023 – Present

Apex UX · Orlando, FL · Independent Consultancy · Ongoing

- Founded and continue to operate an independent UX consultancy alongside full-time employment, serving small business and gaming technology clients.
- Designed a **Route Management System (RMS)** for Bad Dog Games as sole senior UX designer while contracted through Apex UX — end-to-end: discovery, IA, wireframes, and high-fidelity UI for a compliance-critical gaming workflow.
- Redesigned the Bad Dog Admin platform as an unsolicited initiative; work quality was recognized by company ownership and directly led to a W2 offer.
- Led full stakeholder discovery for each engagement: brand interviews, goal alignment workshops, and vision sessions before any design work began.
- Use AI tools (Claude, ChatGPT, Replit, Lovable) to accelerate research synthesis, prototyping, and delivery; vibe-coded and deployed real products, not just prototypes.

TARGET ROLES

Forward Deployed Engineer / UX

Senior UX Designer

Senior Product Designer

Head of UX / Design Lead

UX Strategist, AI Products

SKILLS

UX DESIGN

End-to-End UX/UI Interaction Design

Information Architecture Wireframing Hi-Fi Prototyping

Responsive Design Compliance UX Kiosk / POS UI

RESEARCH & TESTING

User Interviews Usability Testing A/B Testing

Tree Testing Card Sorting Journey Mapping

Heuristic Evaluation Persona Development

AI & VIBE-CODING

Claude / Anthropic API Prompt Engineering Replit

VS Code OpenAI Codex Lovable ChatGPT

Gemini Google Stitch Framer AI Figma Make

DESIGN TOOLS

Figma FigJam Miro Maze Optimal Workshop

UserTesting.com Dovetail

TECHNICAL

HTML / CSS Adobe Analytics Agile / Scrum

Confluence Jira Notion Slack KPI Tracking

DOMAINS

B2B SaaS Gaming / Compliance Enterprise Retail

E-Commerce Loss Prevention Fintech / Gaming

EXPERIENCE continued

Experience Designer

February 2022 – July 2023

Giant Eagle (GetGo) · Pittsburgh, PA (Remote) · Convenience Retail · Mobile App

- Reduced add-to-order friction by **43%** and improved online ordering efficiency by **29%** through a research-led IA overhaul of the mobile ordering menu; validated via A/B testing.
- Condensed menu from 419 items to 205 (50% reduction) and collapsed navigation from 7 levels to 4, benchmarked against McDonald's (3 clicks) and Taco Bell (2 clicks).
- A/B results: correct item-finding improved from 76% to 89%; average time to locate an item dropped from 38s to 27s.
- Executed full UX research stack: user interviews across 3 personas, usability studies, competitor benchmarking, journey mapping, and persona development.

UX Designer

August 2019 – February 2022

Dick's Sporting Goods · Pittsburgh, PA (Remote) · Enterprise Retail

- **Sole UX designer on Protect It**, a purpose-built SaaS platform (mobile app + corporate web portal) replacing a physical binder system for loss prevention tagging across **726 store locations**. Designed end-to-end over 3 months, serving 5 distinct stakeholder groups.
- Co-designed CALIA by Carrie Underwood e-commerce rebuild with Denna Makel in 6 weeks. Post-launch: **193% traffic increase, 2x revenue YoY**. Owned filters, BOPIS messaging (6 store picker states), footer, and all interactive prototypes.
- Contributed to design system maintenance: component libraries, interaction patterns, and style guides within an established system.
- Partnered with product and engineering across the full product lifecycle; facilitated cross-functional workshops and tracked design KPIs.

EDUCATION

M.S. Management Information Systems

Nova Southeastern University, 2019

HCI Concentration · Magna Cum Laude

B.S. Education

University of South Florida, 2009

Cum Laude

LANGUAGES

English

Native / Full Professional

Spanish

Full Professional

Forward Deployed fit: Bilingual EN/ES, internationally experienced (Vietnam), compliance-critical design across gaming & enterprise retail, and a shipped AI-augmented workflow. Effective where technical translation and rapid iteration drive the work.