Stephanie Freund

Senior Product Designer

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Hybrid or Remote

Who I am:

UX designer with 12+ years across front-end development and experience design, shaping commerce, AI, and ads products at Amazon, Microsoft, Best Buy, and Meta. Deeply passionate about healthcare and accessibility, I design inclusive, mobile-first experiences that work for everyone.

Who I've helped:

Collab Lab Social
Founder

Hexagon UX
Chapter Lead

Google
AmeriCorps Member

What I like:



What I'm good at:

UX Strategy & Research

Product discovery, Competitive analysis, User research, Usability testing, A/B testing, Journey mapping, Workshop facilitation, Design sprints, Product strategy

Design & Prototyping

Information architecture, User flows, Wireframing, Prototyping, Interaction design, UI design, Design systems, Accessible design, AI-assisted design-to-code

Tools & Technologies

Design: Figma, Figma MCP, Figma Make, Miro, Jira · **Code:** VS Code, Claude Code, HTML, CSS, JavaScript, Bootstrap · **AI:** ChatGPT, Copilot, Gemini, NotebookLM, Lovable, Replit, Relume

Where I've worked:

Jun 2026 - Current
Senior UX Designer (Contract)
Amazon
Designing personalized email, push, and SMS experiences with modular design systems and A/B-tested frameworks that drive retention.

Oct 2025 - Dec 2025
UX Design Lead (Contract)
Microsoft
Integrated AI into cart, checkout, and small business experiences to create intuitive, data-driven, personalized commerce solutions.

Jul 2023 - Oct 2025
Senior Experience Designer
Best Buy
Led payments and sign-in design. Split pay launched with 83% conversion and 45% higher order value; sign-in tests lifted recognition 13-15%.

Aug 2020 - Jan 2023
Senior Product Designer
Meta
Redesigned Facebook Ads Manager onboarding to tackle a 95% bounce rate among first-time advertisers and boost activation.

Dec 2019 - Mar 2021
Senior UX/UI Designer
Vesta
Led research, design, and front-end development to replace a 10-year-old hosted checkout UI for eCommerce fraud prevention.

Dec 2018 - Nov 2019
UX/UI Engineer
HealthPartners
First UX/UI Engineer; led research, design, and front-end development of a cardiovascular risk wizard for doctors and patients.

Clients and Industries
Microsoft, Best Buy, Facebook, Cricket Mobile, Target, US Bank, T-Mobile, Lowe's, SC Johnson, Pillsbury, Pepsi, Betty Crocker, Kimberly-Clark, American Express, Starwood Hotels

What I've learned:

2025 - Current
Human-Computer Interaction, B.A.S.
Metro State University

2021 - 2022
Google UX Design + Meta FED Certificates
Coursera

2009 - 2013
Web Design & Front-End Development, A.A.S.
Minneapolis College