



# Stephanie Baseman

Product Designer, User Advocate, Strategic Leader

Creative, versatile and conscientious. Champions and empathizes with users, while considering business strategy. Excels at meticulous work under tight deadlines. Enjoys working on a team to accomplish a goal. Inspires new ideas and innovates constantly to drive projects forward.

## Experience

### ASG

- Design Manager**, 05/2019 - Present
  - Led design across ASG’s portfolio of SaaS companies, including design education, strategy, production and implementation.
  - Strategized and led key steps in the rebuild and redesign of a logistics SaaS company and outlined clear requirements of an MVP.

### GoFundMe

- Senior Product Designer**, 05/2018 - 05/2019
  - Redesigned GoFundMe’s highest trafficked page for optimal visitor consumption with a primary focus on page load, layout and design.
  - Enhanced the charity fundraiser creation experience by addressing existing pain points and implementing new features beneficial to this segment.
  - Designed new features that empower organizers to motivate their team members through goal-oriented tasks and 1-to-1 outreach by text message and email.
  - Increased team member accepts by 36% through evaluation of the existing experience, including funnel drop-off, and identifying opportunities for improvement followed by implementation.

### YouCaring (acquired by GoFundMe, 04/2016)

- Senior Product Designer**, 04/2017 - 04/2018
  - Redesigned and rearchitected the fundraiser management experience, including a new white-label donation management solution.
  - Close to acquisition, co-led a 5-day design sprint for the fundraiser creation flow, as well as, drove the definition of business goals, user needs, and opportunities in redesigning YouCaring’s highest trafficked page.
- Product Designer**, 07/2016 - 03/2017
  - Created a new feature that enabled organizers to thank their donors by email or Facebook.
  - Designed a new centralized destination where users could go to view and interact with all of YouCaring’s options to share their fundraiser.
- Marketing Manager**, 04/2015 - 06/2016
  - Designed, developed and executed through QA and launch an email lifecycle strategy, including unique welcome streams and automated triggers for organizers and donors.
  - Provided design support for internal and external, print and web, brand initiatives.

### PayPal

- Channel Marketing Specialist**, 06/2010 - 03/2015
  - Designed a welcome tour experience for the PayPal app for new downloads.
  - Led the design and execution of a comprehensive email strategy, from a new member welcome stream and dormant user re-engagement testing, to customer response marketing and ongoing weekly affiliate campaigns.
  - Ideated and explored possible exclusive benefits and features for a new top customer program.

## Contact

Baltimore, MD (Open to remote work)  
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## Education

**UX Design** (100-hour course), 2016  
Springboard  
  
**Business Communications**,  
Bachelor of Science, 2006 - 2010  
Stevenson University

## Skills

### User Research

Personas, Demographics, Customer interviews, Usability testing, User journeys, User stories and epics

### Design Strategy

Comparative analysis, Product requirements documentation, Project management, Unified cross-platform strategy, Stakeholder, QA, and engineering collaboration, Content strategy, Market research and analysis, A/B or multivariate testing, Funnel and conversion metrics analysis

### UI Design

Design principles, Design system, Brand and style guides, Design exploration, Ideation workshops, Wireframing, Rapid prototyping, Interactive prototypes, Design critiques, Design QA, Accessibility review, Copy writing, Information architecture

### Tools

Figma, Sketch, Adobe Creative apps, Nucleo, Dribbble, Unsplash, WebAIM Invision, Whimsical, Confluence, JIRA, Trello, Asana, Google apps, Optimal Workshop, UserTesting.com, Abstract, Zeplin, Slack, Hotjar, Google Analytics, Tableau, Webtrends, Optimizely