

Cecilia Steele

Product Designer & Team Leader

ceciliasteele.com

ceciliasteele@gmail.com

linkedin.com/in/ceciliasteele

T. 201.736.2138

I'm a digital product designer, team leader, and design thinking enthusiast. I see ambiguity as opportunity and constraints as a means for creative problem-solving. My innate curiosity and passion for human-centric design drive my need to understand audiences and shape products to help them achieve their goals. I'm passionate about growing diverse, open-minded, collaborative teams and applying design thinking methods to lead them from abstraction to clarity.

PROFESSIONAL SKILLS

Design Leadership

Design Thinking

Agile Development

Product Strategy

Workflow development

People Management

Mentoring & Coaching

Interaction Design

Visual Design

User Research

Rapid Prototyping

Usability Testing

Workshop facilitation

Design Sprints

Design Systems

UX MANAGER / AMAZON

October 2021 - Present New York, NY

- Partners with senior leaders, user researchers, and product managers to set the product vision.
- Appropriately assess and optimize the performance of new and existing features (employing usability findings, customer feedback, site metrics, etc.)
- Conveys strategic design leadership by fostering a shared understanding of the customer-centric intersection between design, business, and technology.

PRODUCT DESIGN LEAD, WEB & APPS / CNBC

November 2018 - September 2021 Englewood Cliffs, NJ

- Collaborated with User Research, Product, Editorial and Business Leads to define products' vision and strategy.
- Planned and facilitated design sprints with cross-disciplinary teams to frame problems, test assumptions, and validate ideas.
- Defined the user experience of CNBC's revenue-generating products, including CNBC Pro and CNBC Select.
- Led the creation of a scalable design system to enforce brand and experiences consistency across all end-user touchpoints.

SENIOR UX | UI PRODUCT DESIGNER / CNBC

April 2018 - October 2018 Englewood Cliffs, NJ

- Leveraged user research and analytics to identify opportunities and collaborated with agile teams to ideate, test, and launch improved features for CNBC sites.
- Focused on user needs to redesign CNBC.com's homepage, leading to a rapid increase in user engagement.
- Designed and launched Acorns + CNBC's financial literacy site, Grow.

UX MANAGER / VIDYO

February 2018 - April 2018 Hackensack, NJ

- Guided a small team of designers to ensure high-quality output by providing feedback and direction on the design work.
- Made individual design contributions to support the team when needed.

SENIOR UX | UI DESIGNER / VIDYO

October 2016 - February 2018 Hackensack, NJ

- Established and drove the redesigned creative solution and vision for video conferencing platform aimed at healthcare, finance and government clients.

EDUCATION

PARSONS SCHOOL OF DESIGN

Master of Science in Strategic Design and Management

SCHOOL OF VISUAL ARTS

Coursework in UX / UI and Typography

PONTIFICAL CATHOLIC

UNIVERSITY

Bachelor of Fine Arts in Visual Communication

- Defined, managed, and prioritized the creation of holistic user interface designs, specifications, and visual design to deliver the UX/UI vision.
- Managed all aspects of the projects, including collaborating with developers and QA staff to build and test designs; communicated complex interaction concepts, project scope, and tasks to the team.
- Interviewed and observed end-users to identify pain points and opportunities for improvement; synthesized and visualized data highlighting usability research findings.
- Created artifacts including journey maps, wireframes, low and high-fidelity prototypes to visualize new features and improved user experience; articulated design solutions to clients.
- Served as primary point-of-contact with clients throughout the design, testing and implementation; maintained consistent communication with clients and team to ensure adherence to project goals and timelines.

PRINCIPAL / HYPERGRAPHICS

2007 - 2016 New York, NY

EXHIBITIONS & AWARDS

Program Fellowship: Freelance St., Parsons E-Lab, 2015

Selected Exhibitor: Typography, School of Visual Arts, 2012

- Led creative team in all aspects of strategy, design, and production for clients including New York Magazine, The Hill, Adweek, Billboard, The Hollywood Reporter, and Citi.
- Determined projects' objectives by conducting client interviews to understand scope and constraints.
- Outlined and documented goals, deliverables, tasks, and deadlines; created real and tangible outcomes through hands-on design and managing staff.
- Designed UX and UI strategy for web, iOS and Android applications to align end-user touchpoints with client's vision.
- Conducted qualitative and quantitative research and analysis to understand customer behavior and generate insights for design concepts; drafted detailed documentation of proposed UX vision.
- Spearheaded art direction and marketing communication design by leading design team to implement projects' creative vision, creating content across a wide variety of marketing channels (i.e., web, mobile, presentations, print collateral).
- Interacted closely with clients to determine project needs and goals; provided consistent status updates throughout all stages of the project.

CERTIFICATIONS

NIELSEN NORMAN GROUP

UX Certificate

UX | UI DESIGNER / CREATIVE PARTNERS

2001 - 2006 Stamford, CT

- Designed, developed, and managed multiple UI and UX projects from ideation through completion for clients in the financial industry (i.e., RBS/Greenwich Capital, Gabelli Mutual Funds, Charles R. Weber, Inc.) and the fashion industry (i.e., Turnbull & Asser).
- Created platform flow maps, wireframes, and prototypes; led testing initiatives to assess usability.
- Maintained consistent communication with clients throughout all project phases.

Cecilia Steele

ceciliasteele.com

ceciliasteele@gmail.com

[linkedin.com/in/ceciliasteele](https://www.linkedin.com/in/ceciliasteele)

T. 201.736.2138