

Stephanie DeFranzo,

UX researcher, designer

 Available

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(415) 800-4240

Oakland, CA



As a designer I believe in user-centered solutions that benefit all kinds of thinkers and doers as the greatest adoption strategy for any product. As a researcher I aim to deliver actionable findings that have direct impact on product decisions. As a team member I seek to build consensus and empathy on product teams through good storytelling, stakeholder engagement, and by democratizing information.

Work experience

Jan 2021 - Present

UX Researcher 

 **Google** Smart Assistant on mobile, contract remote

Designed and conducted qualitative research across multiple product teams within Google's mobile Assistant product and Android. Provided insights and recommendations at generative, iterative, and evaluative stages of design to impact product decisions & direction.

Methods: literature reviews, user interviews, usability testing, diary study, cognitive walkthrough, qualitative survey

Dec 2019 - Dec 2022

Product Designer 

 **Polyhooks** Language learning mobile app, Remote

Designed end-to-end mobile application for iOS and Android. Conducted research to create unique learning experience design for language learning program. Created brand positioning, marketing copy, and responsive designs for company website.

Methods: competitive analysis, user interviews, user personas, prototyping, user testing (remote), and usability testing (Maze)

[App Designs](#)

May 2017 - Dec 2019

Product Specialist 

 **Quizlet** Online learning in San Francisco, CA

Advocated for UX improvements on a cross-functional product team. Conducted research through a variety of methods to support a \$25M subscription business growing 230% YOY. Used qualitative and quantitative data to measure product quality, user engagement, and define opportunity areas.

Methods: survey development, user interviews, usability testing, task analysis, A/B testing, user session observations (Fullstory)

Apr 2015 - Dec 2016

Head of Teacher Success 

 **NextLesson** Curriculum e-learning in San Francisco, CA

Designed and delivered professional development experiences to teachers across the United States. Collaborated with district curriculum leaders to craft tailored programs targeting district objectives. Presented at district meetings and education conferences across the country.

Jun 2010 - Jun 2012 → Dec 2013 - Mar 2015

Special Ed Teacher → Focus Team Specialist 

 **Oakland Unified** School District in Oakland, CA

I spent my first two years in the district as a classroom teacher for students with mild to moderate learning disabilities. I crafted and delivered individualized education plans (IEP's), measured student achievement, and managed a caseload of 28 students across 2 schools. I then transitioned into a specialist role where I supported programs across the district and assessed student achievement across schools, grades, and special needs.

Volunteer experience

Oct 2020 - Present

UX / UI Designer 

 **Junior Wildlife Ranger** Education nonprofit, Remote

I am currently collaborating with the founding team to redesign the JWR website with a focus on information architecture, user flows, task analysis, and UX/marketing copy.

[Website](#)

Education



**UX Design:
Web & Mobile**

DesignLab, 2020



Intermediate SQL

General Assembly
Dec 2018



Special Education

Oakland Practitioner
Teaching Program,
2010 - 2011
Mild-Moderate
Credential



Sociology

University of
Massachusetts, Amherst
2007 - 2010
Bachelor's degree