

Stephanie Price | Product Strategist & Systems Architect

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Summary

I design the operating models and decision logic behind complex digital ecosystems, turning fragmented data and constraints into scalable, high-conversion products. With 6+ years at enterprise scale, specializing in AI strategy, platform architecture, and executive-level systems thinking. Currently architecting an in-house AI agent while defining enterprise AI strategy.

Strategic Impact

- **Executive Influence:** Sole non-executive on the 2030 App Vision Task Force and presented AI connectivity strategy to the Division CEO
- **Platform Authority:** Engineered a trade-in logic engine adopted by 5+ teams as the cross-platform source of truth, projected 30% churn reduction, and scaled as the platform model
- **Systems Turnaround:** Diagnosed the trust deficit behind a 78% onboarding drop-off in WiFi Motion, rebuilt around transparency, driving 10% upgrade conversion across 2.1M users
- **AI Innovation:** As Founding design strategist for a pre-seed insurtech, cut prototyping time by 40% by architecting an HCT operating system

Experience

Senior Product Designer (Platforms & AI) | Comcast

April 2022 - Present

- Architected a context-aware AI operating model inside GitHub Copilot and VS Code from 0-1, defining the agent's decision logic and grounding its outputs in real enterprise constraints
- Authored the CEO-facing 2030 connectivity roadmap by synthesizing Security, IoT, and Mobile inputs into a single operating model and led a cross-functional squad of 12+ to execute against
- Diagnosed the trust deficit causing a 78% drop-off in WiFi Motion and rebuilt onboarding logic around transparency and security signals, turning privacy into a conversion driver
- Designed the trade-in decision logic engine by mapping 98 states and edge cases into one reviewable model, aligning content and interaction logic across teams

Lead Product Designer (Founding) | Loti Services

October 2024 - June 2025

- Designed human-in-the-loop decision logic for multi-step agentic workflows in disaster relief object detection, prioritizing explainability and operator trust at every decision point
- Built a multi-brand operating system from 0-1, bringing coherence to a technically complex, high-stakes environment

Creative Design Strategist | DBC

April 2021 - April 2022

- Redesigned SaaS onboarding for 4 clients, cutting time-to-value 35% and support tickets 22%

Brand & Product Designer | Freelance

May 2020 - April 2022

- Led the Cisco Incident Command rebrand: award-winning logo and full identity system

Skills

Strategy & Systems: AI Strategy, Operating Model Design, Decision-Logic Architecture, Platform Systems Design, Information Architecture, Prototyping, AI Ethics

AI & Tools: Devin/Cursor/VS Code, GitHub Copilot, Claude/Gemini/GPT, Figma, Storybook, Bolt, Lovable

Education & Certifications

Royal College of Art | Executive Fellow (1 of 5) | 2025 • **Wharton (UPenn)** | Business Foundations | 2025

NC State University | BArch (2020) & BEDA (2018) • **Certifications** | Pendo PM, Google AI Ethics, Codecademy