Stephanie Price | Senior Product Designer 908.552.9093 | Linkedin | Portfolio | Email
Product Strategy | End-to-End UX | AI Experiences

Summary

Product designer leading end-to-end UX for customer-facing mobile and connectivity products at Comcast, with work reaching 33M+ users. Combines hands-on design and research with product strategy, measurable business outcomes, and mentoring across design disciplines.

Experience

Senior Product Designer | Comcast
April 2022 - Present

- Lead end-to-end UX for mobile, WiFi, and smart-home products with product, engineering, and content partners. Led UX for a mobile service trial that achieved 20% conversion in 15 days.
- Led the native mobile trade-in experience; its reusable screen patterns now serve returns and exchanges, service moves, and device swaps. Built a 98-state journey matrix adopted by 5+ teams as the cross-platform source of truth.
- Traced a 78% onboarding drop-off in a Wi-Fi-based home-security feature to a trust deficit; redesigned it around transparency and security signals, driving 10% upgrade conversion across 2.1M users.
- Designed AI-agent experience architecture and technical prototypes on a cross-organization vision team, enabling personalized experiences across mobile, TV, and web. Earned executive backing, expanded to additional products, and connected the architecture to Content Engineering's content-generation system. Sole non-executive member of a 2030 app-vision task force.
- Initiated moderated research and conducted the team's first usability testing in over two years, presenting findings to design and product leaders.
- Mentor a Senior UX Designer weekly in systems thinking; coach colleagues on visual and accessibility specifications and handoff. Introduced five designers to AI-enabled workflows and co-presented trade-in work to 200+ colleagues.

Lead Product Designer (Founding) | Loti Services
October 2024 - June 2025

- Sole designer on a five-person pre-seed team: owned the web platform, established the design system and core flows, and designed human-in-the-loop decision logic for an agentic disaster-relief object-detection feature.

Creative Design Strategist, DBC (2021-2022): Redesigned SaaS onboarding for four clients, reducing time-to-value by 35% and support tickets by 22%.
Brand & Product Designer, Freelance (2020-2022): Led the Cisco Incident Command rebrand, creating an award-winning logo and full visual identity system.

Skills

Design & Research: User experience (UX) design, interaction design, information architecture, design systems, Figma, prototyping, moderated research, usability testing
Strategy & Leadership: End-to-end product strategy, KPI-driven design, cross-functional leadership, stakeholder communication, mentoring
AI & Technical: AI-assisted design and prototyping, HTML/CSS, Cursor, GitHub Copilot, Claude, Replit

Education & Professional Development

NC State University | BArch (2020) & BEDA (2018)

Royal College of Art | Executive Education in Design | 2025

University of Pennsylvania | Business Foundations | 2025