Steven Jeppesen
Senior Product Designer

📱 801.726.4617   ✈ steven@stevenjeppesen.com

in linkedin.com/in/stevenjeppesen

💼 stevenjeppesen.com

UX/Product Designer with over 13 years of experience designing user experiences for global audiences across web, mobile, and enterprise platforms. Specializes in creating personalized, data-driven experiences by parsing complex systems to deliver scalable, horizontal and foundational solutions that support diverse business products. Leverages mixed research methods, navigates ambiguity, and applies strategic design thinking to guide cross-functional teams from concept to launch.

Expertise spans interaction design, systems architecture, and user-centered AI integration, enabling the design of scalable experiences that connect users with content they love while driving business innovation. Co-inventor on a patent, excelling at translating complex technical requirements into elegantly simple solutions that resonate with users at scale is a key strength.

EXPERIENCE

2021 ● Cisco Systems - Webex | Senior UX Product Designer
September 2021 – Present

- Led global search project for Control Hub admin system, then collaborated cross-functionally to integrate AI-powered search capabilities that better serve administrators by surfacing relevant content and settings.
- Lead UX vision and strategy for Webex Control Hub, a global SaaS platform serving 500M+ users across 190+ countries, defining scalable design systems and platform architecture that enable admin experiences worldwide.
- Implemented a lobby customization feature for Webex, resulting in 124 organizations adopting it within a month, with over 250 admin-controlled and nearly 3,500 user-created lobbies.
- Developed an initial global search UX for Webex's Control Hub, resulting in over 4,500 daily searches and a 65% click-through rate, initiating the integration of modern AI technology.
- Designed end-to-end user journeys connecting admin configurations to personalized experiences, leveraging behavioral data and user preferences to create intuitive content discovery patterns that help admins connect with relevant tools and settings.
- Drive cross-functional collaboration across 8+ product teams to deliver complex platform features from concept to launch, ensuring seamless user experiences that span admin tools, mobile apps, and web interfaces.
- Contributed to design systems and component libraries used across 15+ Webex product teams, establishing design patterns that scale globally while maintaining consistency across diverse use cases and content types.
- Create and run user tests in collaboration with research teams using UserTesting.com and A/B experimentation to validate interaction patterns, measure user satisfaction, and optimize conversion across key user journeys.
- Partner with cross-functional teams spanning product management, engineering, and leadership to balance user needs with business objectives, influencing strategic decisions through user-centered design advocacy.

2018 ● Overstock.com | Senior UX Product Designer
April 2018 – September 2021

- Co-invented and patented a personalized recommendation system that analyzes product attributes and delivery metrics for retail partners. The system drove a sales lift of more than 10% by identifying high-impact catalog opportunities.
- Revamped the supplier system by creating and implementing a cohesive design system, resulting in a 50% increase in user efficiency and enhanced platform consistency across all interactions.
- Boosted product visibility and customer satisfaction by achieving an 80% improvement in product attributes and a 10% sales increase, through targeted data enhancements and user-guided updates.
- Collaborated with data science and product teams to develop new A/B testing methodology and success metrics, solving critical measurement challenges where previous testing approaches were optimizing for incorrect KPIs based on user context and feature scope.
- Established user research methodologies combining qualitative interviews with quantitative platform analytics, uncovering insights that informed product roadmap decisions affecting thousands of partners and millions of consumers.
- Led comprehensive design system transformation, implementing scalable component and pattern libraries that improved design consistency across multiple product domains and reduced development cycles by 40%.
- Led UX vision and strategy for Overstock's enterprise platform serving 1000+ retail partners, designing end-to-end experiences that enable merchants to list and manage products across our retail sites seamlessly.
- Led and mentored designers across multiple product domains, fostering design excellence while scaling consistent user experiences across our enterprise platform initiatives.
- Designed and executed comprehensive user testing programs (in-person and remote) for each product feature, validating interaction patterns and measuring user satisfaction to optimize platform usability.

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EXPERIENCE CONTINUED

2018 ● **NICE inContact | Senior Interaction Designer**
August 2015 – April 2018

- Served as head designer for all agent persona applications while leading interaction and visual design across multiple cloud-based SaaS products serving enterprise customers globally, creating cohesive user experiences that scaled across diverse product offerings and use cases.
- Defined industry standards for Omni Channel, leading to InContact's acquisition by NICE, by researching and developing the innovative MULTI feature over six months to meet diverse customer needs.
- Drove product innovation in omni-channel and multi-channel contact handling, designing breakthrough user experiences that positioned software as an industry leader through seamless cross-channel workflows and integrated communication touchpoints.
- Executed comprehensive user testing and field studies, validating interaction patterns and measuring user satisfaction to optimize product-market fit and feature adoption across enterprise contact center environments.
- Collaborated with cross-functional teams spanning product management and engineering to balance user experience goals with technical constraints and business objectives, ensuring successful product launches.
- Created high-fidelity interactive prototypes and user story visualizations to align stakeholders from executives to engineering teams, facilitating clear communication of design vision and technical requirements.
- Developed comprehensive style guides and interaction specifications that enabled engineering teams to implement consistent design patterns across multiple product lines and development cycles.

2012 ● **FranklinCovey | UX Product Designer**
March 2012 – August 2015

- Designed and directed user experiences across multiple digital platforms, including web applications and mobile experiences, collaborating with cross-functional teams to deliver cohesive brand experiences that served diverse user needs.
- Led UX strategy for digital transformation initiatives, helping transition traditional training content into engaging interactive experiences that scaled across web and mobile platforms.

2011 ● **Deseret Health Group | Graphic & Web Designer**
June 2011 – March 2012

- Designed and implemented a scalable branding system across 24+ healthcare facilities, creating modular design patterns and platform-level guidelines that ensured consistent user experiences while accommodating diverse facility needs and content types.
- Collaborated cross-functionally with healthcare administrators, IT teams, and facility managers to balance user needs with business objectives, ensuring design solutions scaled effectively across multiple locations while maintaining consistent user experiences.

2010 ● **Utah State University | Intern Designer**
August 2010 – January 2011

- Navigated complex stakeholder landscape, collaborating cross-functionally with marketing leadership, academic administrators, and communications teams to identify business needs through domain expertise and translate diverse requirements into actionable design strategies.
- Articulated a comprehensive brand vision for the Swaner Preserve and EcoCenter, employing storytelling to create a shared understanding of the user experience strategy and defining platform experiences that connected diverse audiences with environmental content and educational resources.

EDUCATION

Utah State University
Bachelor of Fine Arts, Graphic Design