

Steve Banfi

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PROFILE

User Experience (UX) Design Director with extensive experience providing strategic support and creative direction across technology-based industries, effectively deploying usability and marketing subject matter expertise to enhance concept development, wireframing, prototyping, and brand implementation initiatives. Creative thought leader apt at transformational management, converting complex workflows, high-level ideas, and business strategies into simplified and engaging user experiences. Dynamic cross-functional leader with a proven ability to organize simultaneous data streams by synchronizing teams to surpass client-driven performance benchmarks centered around user needs, technical considerations, delivery objectives, profitability, and business goals.

AREAS OF EXPERTISE

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|---|---------------------------------|---|---|---|--------------------------------------|
| ✓ | <i>UX Design & Research</i> | ✓ | <i>Conceptual & Mental Modeling</i> | ✓ | <i>User Stories</i> |
| ✓ | <i>Product Design</i> | ✓ | <i>Team Alignment & Leadership</i> | ✓ | <i>Wireframing & Prototyping</i> |
| ✓ | <i>UX Workshop Facilitation</i> | ✓ | <i>Lean UX & UCD Methodology</i> | ✓ | <i>Website Design</i> |
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SELECT ACCOMPLISHMENTS

- Spearheaded an initiative focused on increasing average order values and customer cart conversion rates, implementing a new design iconography that improved overall site aesthetic; discovered and removed bottlenecks by working with cross-functional copywriter and design teams to integrate more product detail and education onto web pages.
 - Oversaw an extensive range of e-commerce projects with integrated iOS application capabilities, leveraging experience developing and leading creative user experience (UX) teams to successfully launch on time and within budget.
 - Championed client success, managing overall account health in order to secure contract renewals; additionally, contributed to significant double-digit increases in customer revenue and business growth.
 - Established and developed a streamlined creative department at Lulu.com, overhauling capabilities to more rapidly deliver on all stakeholder requests by leading the new hire and onboarding process.
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Smashing Boxes – Durham, NC

05/2021 – Present

DIRECTOR OF UX & DESIGN

- Lead a team of researchers and designers to deliver essential concepts, sketches, and designs for a wide range of client deliverables centered around innovative, user-centered solutions for digital and IoT experiences, including mobile applications and SAS solutions.
- Provide strategic direction and leadership for a team of designers additionally collaborating and coordinating with multi-disciplinary teams to deliver high quality initiatives and solutions.
- Design and deliver iterative mockups and communicate directly with clients to ensure MVP functionality and aesthetic design solutions line up with intended business objectives, do not exceed budgeted scope, and provide user experiences that improve ease of use and align with intended performance metrics.
- Drive initiatives for improvements to internal team process including project management optimization, internal retrospectives, workshops, roadmaps and planning initiatives while informing and advising on best next steps and practices.
- Oversee edits, implementation, and release of final development deliverables, while providing support, feedback and suggestions on how to remain lined up with client goals.
- Assist in front-end development tasks including writing HTML, CSS, and JavaScript for interactive elements, functional platform integrations, and data collection points to improve team efficiency and product completion times.

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS CONTINUED

Second Nature – Raleigh, NC

03/2020 – 05/2021

SR. SPECIALIST, UX STRATEGY

- Provided strategic direction and leadership for the user experience of e-commerce website functionality collaborating and coordinating with creative, marketing, development, and sales teams to deliver high ROI initiatives and solutions.
- Contributed essential strategy, direction, and design for the usability and graphic interface of Second Nature's online experiences, including product subscription checkout pages, product description pages, and marketing landing pages.
- Developed and delivered mockups that clearly illustrate intended functionality and aesthetic and provide innovative ideas and design solutions for user experiences to improve ease of use and intended performance metrics.
- Drove initiatives for improvements to digital experiences including conversion rate optimization, A/B testing, user research and usability testing, research analysis, website functionality improvements, wireframing, prototyping, and user journeys.
- Oversaw edits, implementations, and releases of first-touch marketing webpages on the CMS platform Webflow, including home page, product pages, and landing pages.

Circle Graphics – Raleigh, NC

05/2018 – 01/2020

UX DESIGNER

- Oversaw a complete suite of UX responsibilities, collaborating with cross-functional creative, marketing, development, and business analytics teams to bolster performance of e-commerce websites, web applications, emails, content marketing, and design solutions.
- Utilized various research and analysis methodologies, such as affinity maps, personas, user journeys, usability testing, surveys, polls, interviews, and comparative studies to present summary of data to stakeholders with proposed changes focused on improving targeted KPIs; iterated and collaborated in order to produce and bolster wireframes and prototypes based on critical feedback.

RFF Marketing (now Turncoat Agency) – Wake Forest, NC

03/2016 – 05/2018

DIRECTOR OF CREATIVE SERVICES

Lulu.com – Raleigh, NC

08/2012 – 08/2015

CREATIVE DIRECTOR

03/2014 – 08/2015

SR. GRAPHIC DESIGNER

08/2012 – 03/2014

PUBLIC SPEAKING/CONFERENCES

UX Y'all 2021: *A Practical Guide to Bada\$\$ Workshops* | youtu.be/MThzKZvLR_4

EDUCATION

Graphic Design: Florida Atlantic University | *Magna Cum Laude*

Fine Art Photography: Rochester Institute of Technology

Graphic Design: Indian River State College

TECHNICAL SKILLS

Adobe: Photoshop • Illustrator • XD • After Effects

UX: Sketch • Figma • InVision (Web & Studio) • Miro

Code: HTML • PHP • CSS • JavaScript