

STACEY LIPSCHITZ

Astoria, New York | www.StaceyNicoleCreative.com | Staceynl16@gmail.com

EXPERIENCE

Etsy - Brooklyn, NY

Staff Product Designer / October 2022 - November 2024

Senior Product Designer / September 2019 - September 2022

Led product design, vision, and strategy for the Etsy seller experience, partnering with product and design leadership and cross-functional stakeholders to develop features and programs that enable Etsy sellers to grow

- Led design for the seller experience of a major initiative to improve item quality on Etsy, creating a search visibility dashboard that surpassed our adoption goals by more than double.
- Designed the “Share & Save” program, incentivizing sellers to drive high-quality traffic to Etsy with fee reductions.
- Developed a scalable system for personalized recommendations, motivating sellers to take growth actions.
- Launched the listing video feature, resulting in more than 10 million seller-uploaded videos, improving conversion rates and average order value as well as unlocking opportunities for video use across web and app platforms.
- Designed promotion and discount tools for sellers, using experimentation to boost conversion, revenue, and orders per buyer; also created new buyer discount experiences and enabled guest buyers to use discounts for the first time.
- Co-created and led the Design Resource Library and Seller Communications Map, establishing internal standards that enhance design craft, quality, and consistency.

Verizon - New York, NY

Senior Product Designer / August 2018 - September 2019

Created router management interfaces, Amazon Alexa integrations, and user authentication flows on the web and the My Verizon app for the 5G home internet launch. Designed UX improvements for the Smart Family parental control app, using user research, competitive analysis, data analysis, and journey mapping to increase active users and reduce churn.

Wix.com - New York, NY

UX Designer & Academic Program Manager / September 2017 - August 2018

User Engagement Manager / March - June 2016, August 2016 - September 2017

Designed online learning experiences for the Wix Ambassador Program certification course and other initiatives. Conducted user research and synthesized findings into personas, journey maps, and product plans. Led design workshops & community.

Blue State Digital - New York, NY

UX Designer (Internship) / June 2016 - August 2016

Designed the interface for Sierra Club's AddUp campaign creation and management platform. Improved donation flows and developed content strategy for country-specific UNICEF websites.

Experiture - Brooklyn, NY

UI/UX Designer / September 2015 - March 2016

Designed experiences for web, email, and apps for internal tools and clients including Amazon Kindle and EasyPurl.

EDUCATION

University of Pennsylvania - Philadelphia, PA

Certificate in Social Impact Strategy / 9 month part-time program / Concluded in Fall 2023

University of Delaware - Newark, DE

Honors Bachelor of Science / Major in Apparel Design, Minor in Interactive Media. Leader in several student organizations.

ADDITIONAL ACTIVITIES

Astoria Live (founder) / 31st Ave Open Street (board member & volunteer) / StartingBloc Social Innovation Fellow / Service Design Jam 2019 / EdTech UX Hackathon winner 2018 / Tech for Campaigns volunteer