

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 Etsy's seller experience, collaborating with product, engineering, and cross-functional stakeholders to develop high-impact features that drove business impact while enabling sellers to succeed.

- Used rapid experimentation to design and optimize new discounting tools and experiences for buyers and sellers, leading to significant lifts in conversion, revenue, and orders per browser.
- Led the seller experience design and strategic positioning for Etsy's marketplace quality initiative, launching a 0→1 search visibility dashboard, alerts, and tooling that drove sellers to improve listings at 2x the adoption target.
- Created and governed a scalable, data-driven insights system that empowered teams to provide sellers with personalized growth recommendations while preventing notification overload.
- Led design and vision for Etsy's "Share & Save" referral program, which incentivized sellers to drive high-quality traffic to Etsy and resulted in a 6% increase in shop home and listing visits for enrolled sellers.
- Designed and launched Etsy's listing video feature, resulting in 10M+ seller-uploaded videos, increasing conversion rates and AOV, and unlocking opportunities for experimentation with video across platforms.
- Spearheaded and co-led the Design Resource Library and Seller Communications Map, establishing internal frameworks that improved design consistency, efficiency, and craft across teams.

Verizon - New York, NY

Senior Product Designer / August 2018 - September 2019

Designed key experiences for Verizon's 5G Home Internet launch, including router management, Alexa integration, and authentication flows for the My Verizon app and website. Led UX improvements for the Smart Family app, leveraging research, competitive analysis, and data insights to boost engagement 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 and other initiatives. Conducted user research, creating personas, journey maps, and product plans. Led design workshops and community engagement.

Blue State Digital - New York, NY

UX Designer (Internship) / June 2016 - August 2016

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

Experiture - Brooklyn, NY

UI/UX Designer / September 2015 - March 2016

Designed web, email, and app experiences 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