

Steven Shay

Product Design Leader

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Summary

Innovative Product Design Lead experienced in leveraging insights and technology to imagine and optimize digital products. Proven track record in conducting user research, facilitating ideation, and mentoring design teams to deliver innovative design solutions for the best brands in the world, including four brands in the L'Oréal Group.

Experience

Vice President, Head of User Experience

iCrossing, Inc.

05/2016 – 03/2024

- Directed UX research and design teams of up to 18, driving measurable improvements for 50+ clients, including four L'Oréal Group brands.
 - Led UX strategy, design, and optimizations for L'Oréal Paris' global websites and digital services for last five years, resulting in a significant increase in traffic, engagement, and purchase intent.
 - Conducted quarterly trends and innovation workshops with L'Oréal Paris' global DMI stakeholders, leading to the creation and launch of four successful digital products.
 - Guided UX design and optimizations for Virtual Try-On Apps for L'Oréal Paris and guided shopping experiences for SkinCeuticals and CeraVe, increasing session time and purchase intent.
 - Directed the research, strategy, and UX design of the digital learning platform to empower cancer patients and caregivers, Cancer-Support.com, for La Roche-Posay.
 - Spearheaded the strategic redesign of the [My Firestone app](#), achieving a 2x increase in user growth and session duration while boosting app-related revenue by 40%.
 - Led strategy and UX for [IHOP's native app](#) and website and digital loyalty program, enrolling over 5.5 million members in year one and achieving a 3x increase in app downloads.
- Collaborated with developers to create two Generative AI-based products, then organized, and led agency-wide webinars on use of AI strategies.
- Expanded agency awareness and training of tools like Miro and Figma, along with innovative methodologies like Design Sprints, achieving 100% adoption.
- Developed a new test-and-learn approach and framework, implemented by four client teams to improve customer conversion through collaboration and experimentation.

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Vice President, Group Creative Director

iCrossing, Inc.

09/2007 - 05/2016

- Shaped the agency's design and UX process, contributing to the company's evolution from a Search Marketing firm to a full-service digital agency.
- Directed creative, UX, and content teams of 25 across two offices for B2B & B2C accounts with \$60MM in billings, with a 90%+ employee retention.
- Orchestrated UX/UI design process for over 40 websites and 4 native apps, ensuring seamless user experiences and high-quality design outcomes.
- Pioneered the agency approach to Design Systems and Component Libraries, speeding design workflows and boosting business performance.

Senior Creative Director

Agency.com

05/2000 - 09/2007

Education & Certifications

Introduction to Generative AI, Google Certification (2023)

Mapping Customer Experiences, Forrester Certification (2022)

UX Outcomes to Influence Decisions, Leaders of Awesomeness (2022)

Mastering Customer Experience, Forrester Certification (2021)

B.S. in Computer Graphics Technology, Purdue University (1995)

Skills

UX Team Leadership & Mentorship

UX Research and Design

Product Design Strategy

B2B & B2C Experience Design

Cross-discipline Collaboration

Executive Stakeholder Management

Workshop Planning & Facilitation

Customer Journey Mapping

Native Mobile App Design

Responsive Web Design

Generative AI Strategy & Design

eCommerce Optimization

Conversational Design

Design System Strategy