### **Leslie Stetz**

## Designer & Developer in Berkeley, CA www.lesliez.com

(FKA Leslie Zacharkow)

## **Employment**

#### **UX Design & Front-end Development Consultant**

RankScience | San Francisco, CA

Designed and built the consumer-facing product. Conducted internal workshops to define business requirements, facilitated user-research to define UX priorities, and carried out all stages of the design process from journey-mapping to final designs. Optimized front-end development for design consistency by building a design system in SCSS and component library in React, worked with others to define our development process, then led the front-end build-out of the product.

# Senior UX Designer & Developer UX Designer & Developer

Opower (acq. by Oracle) | San Francisco, CA

Maintained and extended Opower's design system, Opattern. Collaborated with UX designers to create products that were consistent with the design system, then worked with engineering to build and ship high-quality production code. Used systems-thinking to solve common design and development problems across various teams.

#### **Product Manager & Interaction Designer**

Urban Outfitters | Philadelphia, PA

Translated data, customer research, and business initiatives into product requirements and interactive wireframes for new features for the online shopping experience. Worked closely with the creative and development teams to see through the design and execution of these features in all stages of development. Tracked performance to satisfy UX goals and business objectives.

April 2017 - Present

Oct 2016 – Dec 2016 Sep 2015 – Oct 2016

Mar 2014 - Aug 2015

## **Employment, continued**

Visual DesignerAug 2013 - Mar 2014Production AssistantMay 2011 - Aug 2012

Fabric Horse | Philadelphia, PA

Interaction Designer

Squareknot | Philadelphia, PA

May 2012 – Aug 2013

### **Projects**

Tabby Cat Jan 2016 – present

A Browser Extension | tabbycats.club

Tabby Cat began as a way for me to practice my development chops and quickly took on a life of its own. Today, this browser extension averages 250,000 weekly users and has transformed the way I think about design and development. The extension simply replaces your "New Tab" page with a randomly generated cat, but it also provides much-needed moments of joy for many of its users throughout work and school. It has taught me the value of uplifting design and the importance of all of the little details in development.

Today, I'm on the cusp of releasing a completely refactored version, built in ReactJS and dawning a new feature that allows users to purchase new pets, so that all types of animal-lovers can find something to love in Tabby Cat.

### **Education**

B.S. in Industrial Design, with honors

The University of the Arts | Philadelphia, PA

May 2012

#### **Skills**

**Design** — User experience design, Product design, Illustration, Adobe Creative Suite, Sketch

**Development** — HTML/CSS, SCSS/LESS, SVG, Javascript, React, AngularJS, Nunjucks

**Product Management** — Agile Development, Roadmaps, Feature scoping, Project Management Tools

**User Research** — Interviewing & qualitative feedback moderation, Survey Gizmo, Optimal Workshop

#### Contact

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References upon request.