

STEVEN VAN VLIET

USER EXPERIENCE / INTERACTION DESIGNER

EXPERIENCES:

2024: Independent Projects - Design Lab

- Conducted user interviews and synthesized findings using Affinity Mapping to identify pain points, leading to a 25% improvement in task efficiency for end-users.
- Performed competitor analysis to uncover market opportunities, influencing product design strategies and improving user satisfaction.
- Created high-fidelity wireframes, prototypes, and mockups using Figma resulting in a visually appealing and functional e-commerce platform.
- Applied design systems and component libraries to streamline product development, reducing production time by 20%.

2023-2024: OMNI Merchandise Planner - Bath & Body Works

- Create comprehensive, data-informed design strategies for product and user experience planning, ensuring alignment with pre-season and in-season goals to drive strategic financial outcomes and user engagement.
- Partner with product, marketing, and engineering teams to develop promotional timelines and product roadmaps that support seasonal growth goals, creating a seamless experience across all touchpoints.

2022-2023: Lead Associate Planner - abercrombie kids

- Drive critical monthly planning and review sessions with stakeholders to maintain alignment on in-season priorities, ensuring product experiences meet both user expectations and business objectives.
- Use CRM insights, loyalty program data, and direct mail feedback to inform user experience design choices, helping to identify areas for improvement and optimize customer journey touchpoints.

2019-2022: Associate Planner - URBN (Free People)

- Provide input on regional user needs, volume projections, and key interface elements to create personalized experiences that resonate with North American and European audiences.
- Develop a structured approach to core design elements and feature prioritization, focusing on crucial user needs and interactions to drive engagement and retention.

2018-2019: Merchandise Planning Analyst- Gap Inc.

- Provide input on regional user needs, volume projections, and key interface elements to create personalized experiences that resonate with North American and European audiences.
- Develop a structured approach to core design elements and feature prioritization, focusing on crucial user needs and interactions to drive engagement and retention.

CONTACT

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Portfolio: www.stevenvanvliet.com

Education:

Certification in UX/UI Design

DesignLab - October 2024

Masters of Professional Studies

LIM College - August 2019

Bachelors of Arts: Psychology

Kean University - May 2017

Volunteer:

Director of Communications

Stonewall Sports (Columbus)

Nov 2024 -

UX/UI Designer

Tech Fleet

Nov 2024 -

SKILLS:

- Figma
- UX Research
- Adobe Creative suite
- Maze
- User & Task Flows
- Usability Testing
- Sitemaps & Wireframes
- User Journeys & Personas
- Hi-Fidelity Wireframes
- Prototyping