

stella zubeck

product designer & ux design leader

experience

Workday | Associate Product Design Manager Nov 2018 – Present
Workday | Product Designer III Sept 2017 – Oct 2018

Growing and leading a team of product designers and UX researchers working across several products in Workday Supply Chain Management. Currently focused on coaching the team in design quality, proactive design and research, and project management. Previously design lead for Workday's Financial Management product.

Delivered Workday's first-ever UX vision for Expenses, an illustrated user journey. Created de-facto user journey vision template for Workday UX teams.

Selected speaker for Workday Design Week 2018. Spoke on building a UX vision and the power of collaboration. Mentors designers, actively evangelizes UX inside and outside the design org, supports Workday-wide UX and research initiatives.

Intuit | Senior Interaction Designer & Innovation Catalyst Jul 2016 – Aug 2017
Intuit | Interaction Designer & Innovation Catalyst Dec 2014 – Jul 2016

Lead designer on the Onboarding & Personalization Team. Previously Interaction Designer on the Discovery & First Time Use Team.

Delivered new, mobile-responsive homepage dashboard, data visualizations, and setup experience that drove record-breaking increases in engagement, task completion and conversion in US & global regions. Delivered a design recommendation for the QuickBooks Reports landing page. Delivered a personalized, interactive email series. Delivered a UX vision for a new-user multichannel engagement strategy across the QuickBooks ecosystem.

Frequently organized and led design thinking workshops as an Innovation Catalyst. Organized student and recruiting visits to Intuit's campus, and participated in design Q&A panels for interns, PM training and new hires. Contributed UI patterns to the QuickBooks Design system.

Stanford University | Coach & Team Advisor, Design Thinking for Sustainable Impact Jan 2017 – Apr 2017

Coached a student team through design thinking activities, user research, presentations, and delivery of a design concept videosketch. School of Earth, Energy, and Environmental Sciences, Earth 284: Design Thinking for Sustainable Impact.

Mozilla Firefox | UX Research Graduate Intern Jun 2013 – Sep 2013

Developed project to take inventory of Mozilla's customer touchpoints. Aided development of several international UX research initiatives. Traveled abroad for on-site research on smartphone adoption for the Colombia Firefox OS field study.

Carnegie Mellon University | Design Masters Student Aug 2012 – May 2014

Completed masters thesis on music festival experience design. Delivered user research, UI and a website for the Speck Indoor Air Quality Meter, (www.specksensor.com). Developed an augmented reality concept video for Microsoft. Delivered and prototyped a service blueprint for The Pittsburgh Symphony Orchestra. Aided content development and QA for an NSF-sponsored, online course on 'visual communication' for engineering students.

pre-UX experience

UC Berkeley Engineering Research Support Organization | Research Support Officer 2010 – 2012

UC Berkeley Sponsored Projects Office | Research Analyst 2008 – 2010
Willis Towers Watson | Regional HR Specialist 2005 – 2006
Goggin & Goggin Attorneys at Law | Office Manager 2004 – 2005

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education

Carnegie Mellon University
School of Design
Master of Design (MDes)
Communication & Interaction Design
2012 - 2014

University of California, Berkeley
B.A. with Distinction in English,
Minor of Arts in Rhetoric

skills

Deep experience from kickoff through execution - across UX and product design, user research, project planning, product vision and design strategy

Design team leadership, UX team operations, coaching, fostering career growth, design feedback

Figma, Sketch, Adobe suite
Axure, Invision, pen & paper

Design thinking, facilitation, innovation techniques

Loves communication, writing and speaking

Basic HTML5 & CSS3

publications

For Effective UX Design Workshops, Don't Be a Lone Wolf
Workday Design, Medium.com, 2019

Not Fade Away: Enriching Music Festival Audience Experience
Master of Design Thesis Project, Carnegie Mellon University, 2014

Design for Better Music Festivals: Exploring Music Festival UX
Lineup Magazine, Lineuplive.com, 2014

awards

Intuit Experience Design
Delivering Awesome Award 2016

UC Berkeley Staff Recognition & Achievement Award 2010, 2011

Phi Beta Kappa Honor Society 2004

UC Berkeley Department of English
H.W. Hill Scholarship for Outstanding English Majors 2004