Stephanie Bippert

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Senior Product Designer

Senior Product Designer with 7+ years of experience in design and 4+ years of experience leading end-to-end design for large-scale fintech mobile apps. Proven track record of transforming fragmented products into scalable, system-driven experiences. Skilled in design systems, UX strategy, and cross-functional leadership, with measurable impact on usability, efficiency, and delivery.

Skills

- Product Design
- UX/UI Design
- Design Systems
- User Research
- Prototyping (Figma)

- Front End Development (HTML, CSS, and Javascript)
- Product Strategy
- Project Management
- Stakeholder Management

- Product Roadmapping
- Marketing
- SEO / SEM
- Digital Marketing Analytics (Google Analytics / KPI Tracking)

Professional Experience

Method — Atlanta, GA
Senior Product Designer | 2021 - current

MySynchrony | Oct 2025 - current
Embedded lead product designer on Synchrony's flagship mobile app, MySynchrony, a one stop shop for Synchrony's white label credit cards (Lowes, Amazon, TjMaxx, etc.), where users can service their accounts, pay bills and unlock rewards.
- Led design for 7 features and 200+ production ready screens
- Helped drive and execute on a cross-organization rebrand and file reorganization / clean up effort
- Collaborated with a team of 8 designers, across 5 teams to ensure cohesive design practices, assist in bringing designs to fruition, and contributed to the ongoing education of design best practices

CareCredit | Dec 2021 – Oct 2025
Embedded lead product designer on the CareCredit mobile app (iOS and Android), a healthcare credit card platform used by millions of users to manage accounts and make payments. Led end-to-end UX/UI design, research, and design operations across a cross-functional team of product managers and engineers. Transformed a fragmented, inconsistent product experience into a cohesive, scalable system by introducing foundational design practices and driving UX strategy.
- Established and scaled a design system, increasing UI consistency across the app from ~40% to over 90%
- Led design for 20+ features and 1,000+ production ready screens
- Introduced user research and usability testing, improving task success rates and enabling data-driven product decisions
- Implemented design QA and structured handoff processes, reducing post-development design defects and engineering clarification needs
- Reduced design-to-development cycle time and rework by ~20 - 30% through improved workflows, reusable components, and tighter cross-functional collaboration
- Led migration from Sketch to Figma, rebuilding ~1,000 screens with autolayout and a fully tokenized design system, reducing new screen creation time by ~30–40%
- Influenced product roadmap through research and UX strategy, including preventing the launch of a feature projected to negatively impact user experience and revenue
- Awards / Recognitions Received: 2025 Growth Catalyst Award, High-Level Contributor Bonus for 2024 work, 2023 PI1 Award for "User Testing and Data Driven Decisions", and 2022 PI3 Award for my "UI/UX Facelift"

Kaizen Analytix LLC — Atlanta, GA
Marketing Manager (Head of Marketing) | 2020 - 2021

Managed Marketing team and worked directly with C-Suite, senior leadership, and the product development team. Owned marketing strategy from Budgeting and Market Research, through Execution, Distribution, and Analysis and integrated across functional teams for a holistic and data-driven go-to-market strategy.

- Redesigned corporate website and all marketing collateral in accordance with User Experience, SEO, Lead Generation, Metric Tracking, and Google's Material Design (UI) best practices, leading to over $500K in revenue
- Initiated and led company rebranding and restructuring efforts by redefining and organizing Kaizen's offerings, messaging and branding guidelines
- Revamped Social Media strategy, resulting in a 520% increase in Engagement, 265% increase in Followers, and 35% increase in Click Through Rate (CTR)
- Recruited, trained and mentored marketing team and launched companywide marketing onboarding program

Marketing and Business Development Associate | 2018 - 2020

Developed overall Marketing Strategy and Budget, contributed to Sales and Business Development strategies and budgeting process, and led the execution of all marketing projects from ideation and development through distribution and analysis of key metrics/KPIs.

- Managed corporate website and social media platforms, resulting in a 10.1% decrease in Bounce Rate, 37.8% increase in Organic Monthly Traffic, over 150% increase in Followers across social platforms, and 52 Sales Qualified Leads
- Developed all marketing collateral to support Client Acqusition and Business Development efforts including: 10 Landing Pages, 18 Sell Sheets, 12 Thought Leadership Pieces, 6 Press Releases, 3 Professional Videos, 20+ Client Deliverables, and 36 Case Studies

Ironmonger Brewing Company — Atlanta, GA
Freelance, Digital Marketing Specialist | 2019 - 2020

- Designed social media and advertising assets, managed Google Ad campaigns, and advised marketing strategy

Nottely Boat Club and Marina — Blairsville, GA
Digital Marketing Intern | 2017

- Managed social media, content creation, and PR campaigns
- Created assests for Ironmonger Brewing Company's co-branded soda / beers, "Nott Soda" and "La Nott Beer"

Projects

Groove - Responsive Health and Wellness / Fitness App Prototype

- End-to-end product design, including research, wireframing, protoyping and testing
- Created a design language system that complies with Google's Material Design

Memorii – Customizable Learning Tool / iOS Mobile App Prototype

- Conducted 4 in-depth contextual interviews, competitor research, and social listening
- Created, tested, and branded a high fidelity prototype

Education and Certifications

Bachelor of Business Administration, Marketing — Terry College of Business, University of Georgia | 2018
Certificate and Area of Emphasis in Digital Marketing
User Experience Design and Front End Development — CareerFoundry | 2021
Google Analytics and AdWords | 2017