

BRANDON STEPHENS

SR. DESIGN STRATEGIST
Product and Experience Design

SKILLS

Design & Delivery

Prototyping | Service Design & Blueprinting
Journey Mapping | UX/UI Design
Design Thinking | Design Systems | Figma

Product Ownership

Sprint Planning | Cross-Squad Collaboration
Roadmapping | User Journey Development
Agile & Waterfall Methodologies

Strategy & Analysis

Data-Driven Decision Making | GTM Strategy
Journey Optimization | User Research &
Analytics | Strategic Planning and Execution

Leadership & Communication

Executive Communication | Public Speaking
Stakeholder Presentation | Client Engagement
Workshop Facilitation | Narrative Development

EDUCATION

Auburn University | 2021

B.A. of Industrial Design | Minor in Marketing |
Magna Cum Laude
Study Abroad (Ireland): Burren College of Art
& Design, National College of Art & Design,
Carlow Institute of Technology

CERTIFICATIONS

Product Management Nanodegree

Accenture-Udacity

Design Thinking & Innovation

Harvard Business School Online



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🌐 | <https://rb.gy/op9ity>

ABOUT ME

Senior Design Strategist with 5+ years of experience delivering human-centered digital and service design initiatives within complex, highly regulated, transactional ecosystems. Proven track record of leading cross-functional teams to translate business, technical, operational, and compliance constraints into clear, intuitive end-to-end experiences that improve usability, adoption, and engagement. Experienced in service design, journey mapping, prototyping, and experience optimization, with a strong focus on simplifying complexity, validating solutions through iteration, and driving measurable outcomes.

WORK EXPERIENCE

FedEx Corporation | Remote

Sr. Design Strategist | Sep 2022 - Dec 2025

- Led 8+ enterprise-scale experience design initiatives supporting \$100M+ in annual revenue, translating operational and compliance constraints into end-to-end scalable service solutions that reduced customer friction and improved usability
- Partnered with product and engineering to define user stories and acceptance criteria, embedding design across discovery and delivery to inform roadmap decisions across high-impact digital platforms
- Designed and validated 20+ end-to-end customer and employee journeys for claims, logistics, and self-service workflows, identifying critical friction points and enabling targeted experience improvements
- Utilized performance data and qualitative insights to measure impact, surface systemic issues, and prioritize design investments across a diverse product portfolio
- Facilitated 3 cross-functional workshops with Marketing, CX, IT, and Product leaders to align on delivery priorities, shaping future-state experiences and product development

EVO Payments | Atlanta, GA

Associate Multimedia Producer | Jan - Sep 2022

- Owned omni-channel digital product and content delivery, strengthening brand consistency and improving UX clarity across key internal and external touch points
- Led 3 cross-departmental teams to launch new internal and external content offerings, increasing intranet engagement by 25% through UX/UI and content-clarity improvements
- Partnered with executive leadership to build strategic communications roadmaps that supported enterprise priorities, change initiatives, and inaugural ESG platform efforts

Benson Marketing Solutions | Atlanta, GA

Project Manager - Signage Services | Jun - Dec 2021

- Owned project execution for commercial signage engagements, serving as the primary coordinator between clients, internal teams, and vendors from intake and approved scope through final delivery and invoicing
- Delivered 30+ commercial signage and branding installations across 15 client sites, managing production schedules, logistics, and installation timelines to ensure delivery
- Generated \$150K+ in revenue by executing approved signage scopes and coordinating design, engineering, and vendor teams to deliver solutions aligned with customer requirements and enterprise brand standards

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RECOGNITION

Hermes Creative Award (EVO):

Platinum Creative Award for design and execution of inaugural ESG webpage

Bravo Zulu Award (FedEx):

Recognized for designing a profit-driven, customer-centered delivery service for the Wholesale Grocery Industry.

Rising Star Awards:

- *Innovation* – Designed new wholesale experience driving profitability for FedEx Freight.
- *Experience* – Modernized customer claims process for US Parcel.
- *Collaboration* – Orchestrated 2-day workshop aligning Marketing, CX, and IT on future state eClaims roadmap.

Auburn Speaks Competition | 2019

One of six finalists out of 1,800 in this prestigious competition for the "Philip Lutzenkirchen Excellence in Public Speaking Award scholarship"

AFFILIATIONS

Institute of Classical Artists and Architects - Atlanta: *Member*

Industrial Design Society of America: *Member*



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Government & Economic Development Institute | Auburn, AL

Industrial Design Consultant | Sep 2020 - Jun 2021

- Delivered human-centered design solutions for 10+ public-sector clients, supporting grant-funded initiatives focused on entrepreneurship, innovation, and regional growth
- Translated broad policy, funding, and stakeholder constraints into actionable design requirements, enabling clients to launch products and services more effectively
- Designed and validated service concepts, user journeys, and supporting materials that improved clarity, usability, and stakeholder alignment across client-facing projects

University Career Center | Auburn, AL

Marketing & Graphic Design Associate | Aug 2019 - May 2020

- Improved student engagement by 10% with career services by analyzing usage data and redesigning digital and print touch points to support student career readiness
- Delivered 15+ multimedia assets and content updates across web and physical channels, supporting outreach campaigns and on-campus programs
- Partnered with campus stakeholders to translate program goals into clear, accessible communications that increased awareness and participation in career services/events

The Henkel Corporation | Trumbull, CT

Industrial & Packaging Design Associate | Jan 2019 - Jun 2019

- Partnered with global R&D, marketing, and design teams to prototype and deliver 5+ product concepts from early ideation through validation and production
- Conducted market research, user interviews, and in-house consumer testing with 20+ participants to inform iterative design improvements and validate functionality, usability, and market viability for Henkel products and packaging offerings
- Designed and patented three injection-molded barrier spray bottles for the Combat brand, introducing a new visual brand language for the enterprise portfolio
 - "Shieldspray Bottle" – U.S. Patent No. D896090 (Sep 15, 2019)
 - "Softspray Bottle" – U.S. Patent No. D896089 (Sep 15, 2019)
 - "Combat Bottle" – U.S. Patent No. D896086 (Sep 15, 2019)

STUDIO EXPERIENCE

Contracted Design Projects via Auburn University

Sponsored Studio Collaborations | 2018–2020

Partnered with 5 global companies through Auburn University's sponsored studio program to deliver real-world design solutions spanning market and user research, experience design, prototyping, and UI/UX exploration. Worked on multidisciplinary teams to translate ambiguous problem spaces into actionable concepts aligned with technical constraints, and user needs, bridging academic design rigor with enterprise standards

- **Aptar CSP Technologies** – Sanitizing Technology Product Concepts
- **Hewlett-Packard** – Printing Technology & UI Exploration
- **One Palafox Place LLC** – Branded Environments, UX/UI & Signage Design
- **Lamar Advertising** – Digital & Human-Scale Advertising Concepts
- **Woodruff Property Management** – Community Experience & Wayfinding Design