

STEVEN LAWRENCE USER EXPERIENCE & DESIGN

View Portfolio: stevenlawrencestudio.com

Overview

I'm an experienced UX Director with a multidisciplinary design background, specializing in digital shopping experiences. I collaborate with clients, creative teams, and technology partners to deliver innovative and engaging e-commerce solutions. Over my career, I've helped iconic brands like Ralph Lauren, Saks Inc., and Eileen Fisher enhance their digital platforms through data-driven testing and iterative prototyping.

Work Experience

VML (Formerly Fēnom Digital), NYC/Remote — UX Director

2022 - 2024

- Developed a user-centered design methodology emphasizing collaboration, iteration, and validation to create impactful digital experiences driven by user needs and behaviors. Applied this approach across all UX and Creative activities, including e-commerce re-platforming and feature enhancements.
- Strengthened client relationships through cross-collaboration with Fēnom internal teams, resulting in increased project engagements and revenue growth. Developed sales materials to reinforce the value of UX and Creative for client teams.
- Created Figma style guides and design systems for clients along with design accelerators & kits, standardizing project estimation and resourcing across initiatives.
- Clients: Peter Millar, Alice + Olivia, Honda, JustFoodForDogs, Art.com, Snipes.

Merkle (Formerly LiveArea), NYC — UX Director

2016 - 2022

- Led the New York UX practice, delivering high-profile e-commerce solutions for B2B & B2C brands on SFCC, SAP, Shopify and AEM. Guided strategy, design, and research initiatives, including heuristic analysis, journey optimization, and user testing.
- Mentored and coached junior design team members.
- Supported business development through site and business analysis and pitching design services, driving growth and key partnerships. Standardized project estimation and resourcing.
- Clients: Eileen Fisher, Tarte Cosmetics, Saks Inc., Trek Travel, KUIU Apparel, West Marine, Ralph Lauren, Club Monaco, YETI, Pret-A-Manger, Sur La Table.

pdsCommerce, Providence, RI — Sr. UX/UI Designer

2014 - 2016

- Designed responsive shopping experiences for diverse B2B and B2C clients, strategically planning redesigns and feature deployments. Established a standardized design process with best practices in style guides, phased design, and creative QA.
- As a core pdsCommerce Product Team member, contributed to platform development by designing the commerce manager interface, key features, and marketing collateral.
- Clients: FILA, Kate Spade, Timo Weiland, Feiyue Shoes, Rocky Brands, Tervis.

Consultant, NYC, Remote — Principal UX/UI Designer, Strategy

2010 - 2015

- Craft impactful interactive experiences and brand identities through strategic art direction and design. Oversee the creation of digital products and print collateral, collaborating with clients and cross-functional teams to deliver high-quality solutions on time and within scope.
- Clients: Kiwi Crate, PCA Skin, Victoria Secret, Techbridge Girls.

Contact

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NYC, NY

Skills

- User Experience Design
- Creative Direction
- Team Mentorship & Management
- Process & Methodology
- Presentations & Communication
- Research & Analysis
- Discovery Workshops
- Cross-Functional Collaboration
- User Flows
- Information Architecture
- Visual & Interaction Design
- Design Systems
- Prototyping & Usability Testing
- Figma & Adobe Creative Suite
- Salesforce, Shopify, AEM, SAP
- E-commerce, Digital Shopping

Education

Central Connecticut State University (CCSU)

Bachelor of Arts in Graphic Design and Information Systems

2004