

Stacy All

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Strategic design leader uniquely blending research expertise and design innovation. Proven track record in eCommerce, search, and b2b SaaS, recognized for strategic vision and cross-functional leadership. Expert in transforming complex challenges into market-leading solutions that drive customer engagement and business success. Known for cultivating a collaborative creative environment that fosters growth and partnership.

Professional Experience Highlights

Vice President of Product Design, *Wish* 2022 - 2023

- Established and led the first unified design department at Wish, combining product design, research, and content strategy, overseeing core consumer, growth, incentives and merchant experiences; Executive sponsor of Women's ERG
- Reframed the target customer definition, with strategy leaders, used as foundation for CEO's strategic planning
- Defined a new experience vision & design strategy, in hands-on design sessions with the team; Presented vision to the entire organization during company all-hands, which reshaped the Q2 roadmap and lifted company spirits.
- Directed adaptation of new branding assets for more effective for in-product use across all surfaces & touch points
- Partnered with the Product Management team to address key customer complaints, identified in team's regular customer research pulses, resulting in a ~20% increase in GMV and a ~35% increase in orders

Senior Director of Product Design, *SurveyMonkey* 2020 - 2022

- Led Core Survey, Growth and Platform design teams to deliver on new focus on enterprise consumers and buyers
- Developed user research-led design strategy for Enterprise & Small Business customers green lit by executive team; first project from vision (a better account dashboard), led to 12% increase in surveys launched
- Directed application of new corporate rebranding to survey experiences and developed cross platform guidelines
- Streamlined purchase funnel, from pricing to checkout experience, addressing biggest customer pain point, a complicated and unclear purchase process, improving conversions for new and existing customers
- Unified and modernized product development process for company in partnership with VP of Product Management
- Established new design processes including design reviews to foster creative confidence and instill clear design principles for team; conducted design thinking sessions for key initiatives, a practice the broader team continued.

Senior Director of Product Design, *Walmart eCommerce* 2017 - 2020

- Led core shopping experience team to enhance entire shopping funnel, including marketplace experiences; released PDP improvements resulting in a \$57M revenue boost
- Crafted research-based customer journey framework adopted by the product organization for strategic planning
- Directed holiday design and research initiatives, which exceeded Black Friday week revenue targets by ~6% and achieved the highest order-per-minute rate in site history
- Orchestrated omni-channel digital shopping team to deliver 12 new in-store products, including Pharmacy and Store Map, which drove increased customer satisfaction and loyalty, evidenced in Walmart becoming the #1 app overall
- As Customer Champ, conducted new research monthly on key life events, published monthly to inspire innovation

Head of Design Research, *Walmart eCommerce* 2014 - 2017

- Quadrupled team size, oversaw research initiatives for Walmart.com, Sam's Club, and ASDA (British subsidiary)
- Revamped customer personas with compelling journeys, resulting in division-wide adoption and customer advocacy
- Established successful monthly usability pulses with customers, deemed essential viewing by the SVP of Product
- Improved and expanded research methods toolkit, unlocking innovative product concepts for target customers

Head of People Research, *Luvocracy* 2013 - 2014

- Spearheaded all research initiatives, including comprehensive research to define key attributes of effective recommendations which informed development of recommendation engine
- Trained individuals to independently run experiments and generate actionable insights
- Led growth design initiative, to teach visitors the site mechanics and convert to regular customers in first 60 seconds

Principal Researcher, *Yahoo* 2004 - 2013

- Led research for major Home Page redesign, creating first personalized experience for every Yahoo visitor
- Shaped recommendation engine to accurately determine customer intent for key personalization initiatives
- Defined guidelines for new search results formats for core & vertical search for stickier customer experience
- Facilitated department-wide ideation sessions to foster a culture of exploration and seed roadmap development

Cognitive Engineer, *NEC Solutions America/Niteo/Zefer* 1999 - 2004

- Product designer and researcher serving clients in Health and Pharmaceuticals (Lilly, American Heart Association), Financial Services (Wells Fargo, CalFed), Energy (PSEG) and Tech Verticals (Trend Micro, Bunge)

Education

Masters: Human-Computer Interaction, Carnegie Mellon University, Pittsburgh, PA

BS/BA: Business Administration, Art History, University of Kansas, Lawrence, KS

Certificate: A Crash Course in AI, Stanford Continuing Education