

Steph Laba (she/her)

Senior Product Designer

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Experience

Juno Veterinary · Senior Product Designer (Founding designer)

Feb 2023 - Present · Remote, CA

- Established Juno Vet's product design and UX research practices.
- Responsible for maintaining and improving all product areas: marketing site, customer-facing mobile app, design system and internal clinic tools.
- Led the redesign of Juno's website and sign up flow which increased new member acquisition by 13%.
- Spearheaded the research and design of the mobile triage experience, resulting in a 22% reduction in triage resolution times.
- Led the end-to-end design of Juno's pharmacy experience which increased clinic teams' productivity and customer satisfaction.

Draft · Senior Product Designer

Jul 2021 - Dec 2022 · Remote, CA

- Lead designer for the AI Writing Tools Team, I designed 0-1 AI product features such as Draft's AI Text Editor and AI content templates.
- Design System Team Manager; I defined processes for component development, cross-team collaboration, and established the design system roadmap.
- Contributed and maintained Draft's design system; I designed components, created documentation and worked closely with engineers.
- Mentored intermediate designers, fostering growth and enhancing design team capabilities.

CrowdRiff · Senior Product Designer

Mar 2020 - Jul 2021 · Toronto, CA

- Lead designer for the Visual Platform Team, I hired and managed 1 designer and mentored intermediate designers on other teams.
- I led the redesign of CrowdRiff's feature, Collector which increased adoption by 800%.
- I led the UX research and beta program for Crowdriff's new product; The Creator's platform. Findings from this project defined its roadmap and product vision.

Rangle · Senior Experience Designer (promoted to position)

Feb 2019 - Feb 2020 · Toronto, CA

- Designer on Rangle's AI team; I managed 3 designers on client and internal projects.
- I trained designers on AI and defined processes for cross-team collaboration which increased adoption of AI solutions on client projects.

Additional experience

Bounteous (FKA Demac Media) · Experience Designer

Sep 2016 - Feb 2019 · Toronto, CA

Bounteous (FKA Demac Media) · Frontend Developer

Apr 2015 - Sep 2016 · Toronto, CA

Education

Juno College · UX design, Web development, Javascript

2013 - 2016 · Toronto, CA

Seneca College · Digital Media Arts

2011 - 2013 · Toronto, CA

Skills

- UI & UX design
- Product strategy
- Design systems
- Journey mapping & user flows
- Wireframing & rapid prototyping
- UX research & usability testing
- Workshop facilitation & public speaking
- UX writing & content design
- Accessibility & inclusive design
- HTML, CSS & Javascript
- Agile methodologies & Scrum

Tools

- Figma, Spline (3D) & Adobe CS
- Google Analytics, Hotjar & Amplitude
- Dovetail & Notion
- AI/ML tools: ChatGPT & Claude
- Webflow, Squarespace & Framer