

Steph Laba (she/her)

Senior Product Designer

416-629-4332

www.stephlab.com

hello@stephlab.com

www.linkedin.com/in/stephlab

Experience

Draft (FKA Contentfly) · Senior Product Designer

Jul 2021 - Dec 2022 · Remote

I was the lead designer for the AI Writing Tools Team. I set the product design direction for the AI Text Editor — a key part of the platform. In addition to contributing to the design system, I was also acting Project Manager of the Design System Team. I defined processes for component development, cross-team collaboration, and defined its roadmap. Additionally, I created processes for UX writing, Figma organization and designOps. I also mentored intermediate designers.

CrowdRiff · Senior Product Designer

Mar 2020 - Jul 2021 · Toronto, CA

I was the lead designer for the Visual Platform Team and managed 1 designer. I led the redesign of CrowdRiff's feature, The Collector. This redesign increased adoption by 300%. I also led the UX research and beta program for CrowdRiff's new product Localhood. Findings from this research created Localhood's roadmap and product vision. Additionally, I was the design team's hiring manager and created processes for hiring and onboarding new designers, designOps, accessibility and UX writing.

Rangle · Senior Experience Designer

Feb 2019 - Feb 2020 · Toronto, CA

I led the experience design on client pitches, proof of concepts and projects. This included leading UX research studies, wireframing concepts and prototyping. I collaborated closely with visual designers, product managers, engineers and clients. I also co-wrote Rangle's Guide for Design and AI/ML team collaboration and trained designers on AI/ML. Additionally I managed 3 designers on client and internal projects.

Bounteous (FKA Demac Media) · Experience Designer

Sep 2016 - Feb 2019 · Toronto, CA

I designed and improved the UI/UX for some of Canada's largest retailers on the eCommerce platforms Shopify, Magento and Workarea. I contributed to proof of concepts and pitches for prospective clients. I was also the design team's Accessibility Practice Lead. I defined processes and trained team members on accessibility and UX research.

Additional experience

Bounteous (FKA Demac Media) · Frontend Developer

Apr 2015 - Sep 2016 · Toronto, CA

Education

Juno College · UX design, Web Development, JS

2013 - 2016 · Toronto, CA

Seneca College · Digital Media Arts

2011 - 2012 · Toronto, CA

Skills & tools

- UI & UX design
- Product strategy
- Design systems
- Wireframing, flows & prototypes
- UX research & usability testing
- Workshop facilitation
- UX writing & content design
- Accessibility & inclusive design
- Figma, Sketch, Invision & Adobe CS
- Dovetail, Miro & Notion
- HTML, CSS & Javascript