

Stacy All

stacyall@gmail.com • www.linkedin.com/in/stacyall/

Summary

Strategic design leader with over 20 years of experience, uniquely blending research expertise and design innovation. Proven track record in eCommerce, search, and enterprise 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, and 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 that reshaped the Q2 roadmap and reinvigorated the company, positioning the design department as a central driver of company growth
- Directed adaptation of new branding assets for more effective for in-product use across all surfaces & touch points
- Partnered with the merchant team to address key customer complaints, identified in team's regular customer pulses, resulting in a ~20% increase in GMV and a ~35% rise 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 research-led design strategy for Enterprise & Small Business customers green lit by executive team; First project from vision addressed top customer ask: a better dashboard to easily build and monitor work
- Unified and modernized product development process for company in partnership with VP of Product
- 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, complicated and unclear purchase process, improving conversions for new and existing customers
- Developed & presented experience vision with Head of Strategic Partnerships to attract and close new deals

Senior Director of Product Design, *Walmart eCommerce*

2017 - 2020

- Led core shopping experience team to enhance entire shopping funnel; 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 refill and account management) within 4 months, enhancing the in-store experience and driving increased customer satisfaction and loyalty, evidenced in Walmart becoming the #1 app overall for Black Friday

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 narratives, resulting in division-wide adoption & 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 all 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 serving clients in Financial Services (Wells Fargo, CalFed), Health and Pharmaceuticals (Lilly, American Heart Association), 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