# Kaycie Stanger

PRODUCT DESIGN • 0-TO-1 • AI PRODUCTS • USER RESEARCH
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## Summary

Product designer with 4+ years in enterprise B2B SaaS, working end-to-end from research to handoff on both 0-to-1 products and mature platforms. I specialize in making complex tools feel simple, using information architecture to clarify structure, interaction design to reduce friction, and AI-assisted prototyping to test ideas fast. My work has beaten adoption goals by 133%, made customers self-sufficient in workflows that once required support or developers, and helped teams ship faster by catching issues before development.

## Experience

### UX DESIGNER • VALIDITY (B2B SaaS) • SEPT 2025 - SEPT 2026

- Redesigned a legacy dashboard and migrated it into the company's highest-traffic product as an MVP in 6 weeks, turning deliverability monitoring that was bottlenecked by customer support into self-service.
- Led information architecture research through card sorts, customer interviews, surveys and 5 usability tests. When the company pivoted to a 0-to-1 AI email marketing product, the findings informed its navigation; the product drew 17 enterprise signups before GA.
- Piloted the design team's AI prototyping workflow with Claude Code, replacing static mockups with working prototypes across multiple projects.
- Evolved platform-wide design system patterns (navigation, settings, alerts, notifications) shared across both products.
- Mentored designers through design reviews and UX best practices, helping maintain design quality across the team.

### PRODUCT DESIGNER • LITMUS (B2B SaaS) • JUN 2024 - APR 2025

- Migrated a legacy email personalization app and transformed it into an accessible visual editor that let non-technical users do work that previously needed developers. The product grew to 600+ enterprise accounts.
- Exceeded the year one user goal for a 0-to-1 product by 133% by designing its core architecture and running growth experiments
- Led an A/B test on the highest traffic feature that raised adoption of an underused feature by 14%
- Improved retention by 8% by using mixed-methods research to pinpoint drop-off and opportunity areas, then iterated on the features that mattered most.

### JUNIOR PRODUCT DESIGNER • LITMUS (B2B SaaS) • JAN 2023 - JUN 2024

- Advocated for user-centered design practices through research, iterative testing, and cross-functional collaboration, helping drive product decisions with customer insights.
- Designed a library of 34 customizable templates for the interactive content editor, giving users a starting point instead of a blank canvas

### ASSOCIATE PRODUCT DESIGNER • LITMUS (B2B SaaS) • APR 2022 - JAN 2023

- Audited the product's UX/UI and turned findings into a prioritized roadmap
- Redesigned UI elements to meet WCAG accessibility standards across product areas that affected 40% of

users
- Contributed to the design system by expanding components, color, and typography standards so designers could build new screens without custom work

## Skills

Interviews • Usability testing • Card sorting • Surveys • A/B testing • Information architecture • Interaction design • Design systems • WCAG accessibility • Figma • AI prototyping (Claude Code)

## Certifications

- Ultraspeaking • Communication masterclass • May 2025
- Growth.Design • Product psychology certification • January 2025
- Learn UI Design • UI masterclass • June 2023
- Springboard • UX/UI certification • December 2021