


Steven Shay


Sr. Experience Design Leader

Strategic Experience Design leader with 18+ years of experience pioneering intelligent user experiences for B2B and B2C Enterprises. A Design Evangelist who thrives in crafting end-to-end experience strategies, elevating brand value, and leveraging AI to optimize team and product performance.

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EXPERIENCE

Sr. Director of Product Design

05/24 – Current

AHEAD | Chicago, IL

- Driving design strategy for two critical cross-platform AI-infused SaaS products, creation of a new design system, and teaching new AI techniques to execute customer research and UX/UI design to speed delivery.
- Leading end-to-end UX strategy for a LLM-powered Asset Taxonomy Engine and complementary Assets Insights tool, leveraging RAG architecture across 200K+ assets to streamline complex data workflows and achieve 90% reduction in partner QA processing times.
- Directing the strategic UX redesign of Ahead.com, restructuring site architecture and optimizing conversion pathways to streamline lead qualification and align brand positioning with business growth objectives.
- Led internal AI adoption initiative, designing and delivering prompt engineering training to 30+ marketing professionals, resulting in expanded role as AI strategy consultant and tool evaluation lead across two departments.

VP, Global Head of User Experience

06/21 – 04/24

iCrossing | Chicago, IL

- Guided a 20-person global UX and Content Design team from designers to directors, delivering 10+ products and 50+ revenue-generating websites for B2B and B2C clients such as Bridgestone/Firestone, L'Oreal Paris, and IHOP, supporting over \$4B in revenue.
- Directed conversation design and UX research and strategy for L'Oréal Paris' Beauty Genius, the beauty industry's first AI-powered virtual assistant with AR try-on capabilities, recognized at CES Keynote and as Webby Award Honoree.
- Propelled 22% YoY UX Team revenue growth by evolving UX and Content Design strategy through data-driven methods and continuous experimentation.
- Created two AI-driven experiences that sped RFP responses by 20% and established new standards for human-AI interaction design.

SKILLS

Leadership & Strategy

- Team Leadership & Growth
- Strategic Vision & Execution
- Executive Communication
- Stakeholder Alignment
- Cross-Functional Collaboration

AI & Platform Design

- AI/ML User Experience Design
- Conversational Interface Design
- Platform Services UX
- Human-AI Interaction
- LLM Integration Design
- Intelligent Automation UX

UX Design & Research

- User Experience Design (B2B/B2C SaaS)
- Research Strategy & User Testing
- Interaction Design & Prototyping
- Data-Driven Design & A/B Testing
- Design Thinking Methodologies

EDUCATION & TRAINING

ECD, UX Design Lead

01/17 – 05/21

iCrossing | Chicago, IL

- Established the agency's UX Research and Design practice, defining the approach, strategy, and vision while overseeing UX for \$250MM+ in billings; averaging 20% revenue growth YoY.
- Developed Lean UX research frameworks, mentoring 50+ colleagues in usability testing and data-driven design, boosting research efficiency by 25%.
- Led conversation design for Quaker Oats' pioneering 'OTIS' chatbot and Alexa Skills, using natural language processing to deliver personalized recipe recommendations to thousands of users and earning industry recognition from The Drum and Adobe.
- Trained UX and Content teams on advanced methodologies (Jobs-to-Be-Done, Design Sprints), and collaborative design tools (Figma, Miro), achieving 100% adoption company-wide.

VP, Group Creative Director

08/07 – 12/16

iCrossing | Chicago, IL

- Directed and mentored an 18-person team of Directors, Designers, User Experience Designers and Researchers across 40+ client accounts, maintaining a 95% employee retention rate.
- Developed and led the agency's approach to design systems, style guides, and component libraries, increasing design speed and efficiency by 23% while improving design quality and business outcomes.
- Spearheaded day-to-day Creative strategy and UX/UI Design for key client accounts, maintaining multi-year relationships with AT&T, Beam-Suntory, Dremel, PepsiCo, Pep-Boys, Stride Rite, and Voya.

BS in Computer Graphics Technology

Purdue University

Enterprise Design Thinking Practitioner

IBM

Mapping Customer Experiences, Accelerating B2B Marketing, and Mastering Customer Experience

Forrester Research

TOOLS

AI Platforms

ChatGPT/Custom GPTs, Claude, Perplexity

UX Design & Research

Figma, Relume, UXPilot, FigJam, Miro, Notion

Testing & Analytics

Google Analytics, Hotjar, UserTesting.com

Development

Lovable, Bolt, Framer, Figma Make