

Leslie D. Stewart

Product designer with 9+ years shipping B2B and B2C experiences at scale for companies like Microsoft, CarMax, AT&T, and Expedia. I specialize in market trends, product strategy, and research insights with a track record of tying design and business decisions to data, resulting in measurable business outcomes.

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[Portfolio](#) (relaunch upcoming)

[Linkedin](#)

EXPERIENCE

CarMax — *Sr. Product Designer (B2C)*

May 2021-January 2026

Researched, designed, and continuously improved segmented, journey-based customer communication flows resulting in \$63M in annualized revenue

Initiated an overhaul and rebuild of the Email Design System to align with WCAG and add modular components, resulting in 42% faster time to market and 100% alignment with email service provider guidelines

Routinely led generative and evaluative user research and ran cross-functional workshops such as design sprints, jam sessions, brainstorming, and watch parties to foster collaboration among cross-functional teams

Improved NPS for chat-based support customers by 2 points through the redesign of top intent flows using data gleaned from agent interviews, CallMiner calls, and Genesys agent analytics

Designed and delivered a fintech payments application for CarMax Auto Finance (CAF), significantly improving satisfaction and reducing friction for customers with CAF retail finance agreements

Developed the SFMC Campaign Development Upskilling program, training product managers and designers on marketing best practices and using SFMC in campaign development

AT&T — *Product and Conversation Designer (B2C)*

September 2020-May 2021

Provided directional end-to-end UX flows and content designs to senior marketing managers, product managers and developers in the sitewide redesign of AT&T's marquee perks program, resulting in 141% increase in new gross conversions

Increased accuracy and significantly reduced fraud through flow improvements to member and subscriber account experiences

SKILLS

GitHub

Azure DevOps (Boards)

Jira

Figma & Figma Make

Relume

Miro

UserTesting

Ethnio

Salesforce MC & CRM

Adobe Analytics

FullStory

Dialogflow

Lucidchart

Genesys

Nice CXone

Callminer

LLM

Claude (plus Code & Design)

ChatGPT

CoPilot

LANGUAGES

English (native speaker)

French (working proficiency)

German (beginner conversational)

Architected new agent flows and intents while maintaining legacy bot content

Expedia — Team Lead, UX and Conversation Design (B2C)

December 2019-August 2020

Led a UX and conversation design team in the review and restructuring of agent help content for easier parsing by an in-house AI search product

Created conversational flows for a multimillion dollar partnership offering co-branded rewards credit cards to customers

Microsoft Cloud & AI Studios — Sr. Content Designer (B2B)

February 2019-December 2019

Partnered with stakeholders, data scientists, and engineering to shape the new product design of an enterprise AI application powered by NLP within the Business Applications Group (BAG), an SaaS

Mapped and optimized intents and developed hierarchies for a nascent AI

Led a small team in the shaping of feature concepts, workflows, and experience strategies for a new BAG application (SaaS)

AT&T — UX Content and Product Designer (B2C)

February 2017-February 2019

Developed content frameworks and interaction experiences for upper funnel buyflows that significantly improved customer engagement, reduced friction, and increased conversion

Spearheaded the Legal Readability Improvements Initiative translating arcane legal disclaimers into easily parsable standard language disclosures, increasing NPS and customer understanding of their digital product contracts

Guided the product strategy and vision of a “Skunkworks” design triad who streamlined the consumer product e-commerce buyflow, increasing conversion by 23%

EDUCATION

University of Washington, PCE — HCI classes

Storytelling, Crafting the user experience, Design thinking

USC, Darla Moore School of Business — MBA

Product development, Research, Consumer behavior

USC — BA

Digital and visual communication, Photography