

Steph Dunn

Product Design Lead

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Design leader with over 10 years taking 0→1 and enterprise products from ambiguity to launch across industries like finance, automotive, and government. I design agentic and GenAI experiences end to end, from strategy and stakeholder narrative to working prototypes built in code, and I teach designers to work AI-native.

AI SKILLS	Agentic & GenAI UX Agent flows and handoffs, conversational UX, AI personas, source-grounded answers and response controls, trust and transparency in regulated domains	AI-assisted building Functional prototypes in React with Claude Code, Cursor, and Lovable, shipped on Vercel; fluent with engineers on technical trade-offs	AI practice leadership AI design principles and reusable patterns, AI-native design workflows, training designers, advising where AI belongs in a product
EXPERIENCE	Product Design Manager · Accenture Song, San Francisco May 2025 – Present - Lead agentic and GenAI product design as a hands-on IC while directing teams of up to 5 designers with research, product, and engineering. - Founded the GenAI & Design practice: AI design principles, reusable patterns, and AI-native workflows adopted across client engagements. - Set the vision for an agentic retirement advisor for the U.S. federal TSP, from early career to legacy planning. It secured investment to build, the first agentic retirement product of its kind. - Designed an agentic procurement front door that turns a vague purchase request into a compliant RFQ; wrote the PRD and built the React prototype. Product Design Associate Manager · Accenture Song, San Francisco Nov 2022 – May 2025 - Shipped a GenAI knowledge assistant for a tech company's sales reps, with source selection, response-style controls, prompt templates, and specialized bots: 100% adoption at launch. - Lead the design and launch of the Acura ZDX companion app (0→1), directing 5 designers: 10,000+ users and a 9.2/10 J.D. Power experience design score. Senior Service & Interaction Designer · Fjord, London Jan 2017 – Nov 2022 - Rebuilt the information architecture of NHS.uk (40M+ users): dead links down 90%, page-finding 54% faster in usability testing. - Designed the employee experience vision for the UK Department for Work and Pensions: training portal, AI companion, and forum for 100,000+ staff. UX Researcher & Designer · Ginger.io, Remote May 2016 – Sep 2016		
SKILLS & TOOLS	Product strategy · Interaction design · Information architecture · Design systems · Service design · Design research · Stakeholder storytelling · Workshops · Mentorship Figma · ProtoPie · Claude Code · Cursor · Lovable · React · Vercel · GitHub · Jira		
EDUCATION	MSc Human-Computer Interaction, Distinction · University of St Andrews BSc Cognitive Science, Specialization in Computing · UCLA		