

Silvia Stephenson

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DIRECTOR OF PRODUCT + DESIGN

Product and design leader specializing in 0→1, pre-revenue, SaaS, AI, eCommerce, and marketplace products. Combines customer discovery, product strategy, UX leadership, systems thinking, and operational execution to turn ambiguous ideas into validated products, scalable teams, and measurable business outcomes. Delivered revenue-generating products including a \$2.8M Ticket Refund App and a bespoke crowdfunding platform that generated \$1.6M, and scaled high-demand ticketing systems from 1 to 7 annual sales supporting \$30M+ in transactions within minutes.

EXPERIENCE

Principal Product + Design Consultant: HiveTech

2023 – Present | Remote

Founded HiveTech, an independent product + design consultancy helping startups and established businesses define product strategy, validate opportunities, and move from ambiguity to execution. Lead discovery, UX strategy, roadmaps, product operations, team structure, and delivery across SaaS, AI, marketplace, and eCommerce products.

- **Define product vision, positioning, MVP scope, and phased roadmaps**, translating ambiguous business ideas into focused, actionable product strategies.
- **Lead customer discovery, competitive analysis, prioritization, and UX strategy** to align customer needs, business goals, and technical constraints.
- **Translate strategy** into execution-ready requirements, workflows, prototypes, prioritized backlogs, and clear decisions for design and engineering teams.
- **Build lightweight product operating systems** spanning intake, roadmap planning, stakeholder alignment, delivery, critique, and risk management; advise founders on product-market fit, business models, team structure, and investment decisions.

SELECT CLIENT ENGAGEMENT:

Head of Product + Design: Towne.io

Lead product and design strategy for a 0→1 omnichannel retail SaaS platform helping independent retailers connect and manage inventory, sales, eCommerce, marketplaces, and customer data across fragmented commerce systems.

- **Led the strategic pivot of Towne** from a consumer marketplace startup to a B2B omnichannel retail SaaS platform, redefining the customer problem, product vision, MVP, roadmap, requirements, workflows, and UX around the needs of independent retailers.
- **Shaped the platform around a core merchant problem:** unifying inventory and sales across POS, eCommerce, and marketplace channels, with integrations including Square, Shopify, Lightspeed, WooCommerce, BigCommerce, TikTok, Instagram, and Google Shopping.
- **Developed product strategy** across inventory synchronization, reporting, sales insights, channel performance, sync scheduling, alerts, customer intelligence, and lightweight eCommerce capabilities.
- **Developed Towne's AI and agentic product strategy**, defining a phased roadmap for inventory intelligence, campaign creation, listing optimization, forecasting, recommendations, and human-approved agentic actions with permissions, audit history, and rollback.
- **Defined AI packaging, pricing, monetization, competitive differentiation, and investor positioning** to support higher-value tiers, expansion revenue, retention, and evolution into an intelligent retail operating platform.

Product Leader + Co-founder: PropertyBot.io

2023 – 2024 | San Francisco

Founded and led 0-1 product strategy for an AI-enabled real estate automation platform designed to streamline property research, data aggregation, and workflow management for homeowners and real estate professionals.

- **Conducted 20+ user interviews and competitive research** to validate pain points, define target users, shape the MVP, and test product-market fit assumptions.
- **Designed and built an interactive prototype**, translating research into core workflows, product requirements, and a tangible experience for user feedback and validation.
- **Used validation findings to make the strategic decision** to sunset the product when the market opportunity did not justify continued investment.

Head of Product + Design: MediaViz Ai

2020 – 2023 | San Diego

Led product strategy and UX for a 0→1 AI image intelligence SaaS platform, translating model capabilities, edge cases, and data science constraints into usable workflows for customers and internal teams.

- **Led customer discovery, market opportunity analysis, and use case validation** to define the target customer, identify high-value workflows, and shape product-market fit assumptions for an emerging AI capability with no established playbook.
- **Translated AI model capabilities, edge cases, and data science constraints** into product strategy, MVP scope, core workflows, and UX — bridging the gap between what the models could do and what customers actually needed.
- **Led cross-functional delivery across distributed engineering and design teams** in Latin America, maintaining alignment on scope, requirements, and execution across a flat startup structure.
- **Built product and design practices from the ground up** for a lean technical team, including intake, critique cycles, sprint rituals, requirements documentation, and delivery handoffs.
- **Established AI ethics guidelines and governance workflows** to support responsible product development and user-centered AI decision-making.

Product Design + Development Leader: Burning Man

2011 – 2020 | San Francisco

Led product, UX, research, design operations, and engineering delivery for 20+ public and internal platforms. Built and scaled the Product Design function while partnering across 20+ departments to turn complex operational and community needs into reliable digital products.

- **Delivered a Ticket Refund App that processed \$2.8M in 4 weeks** by coordinating product, engineering, operations, compliance, and customer support around a high-stakes business need.
- **Launched a crowdfunding platform that generated \$1.6M in 6 weeks** by leading product strategy, UX, stakeholder coordination, and release execution under a compressed timeline.
- **Improved roadmap clarity and release execution across 20+ internal and public platforms** by aligning product, UX, engineering, operations, and executive stakeholders around priorities, constraints, and customer needs.
- **Owned roadmap definition, release planning, and user testing** for complex web and mobile products serving internal teams, operational workflows, and public-facing users.
- **Managed program work plans, resourcing, vendor relationships, and a \$1.1M technology/vendor budget** while tracking risks, dependencies, and delivery milestones across distributed teams.
- **Built the Product Design function**, establishing intake pipelines, critique cycles, collaboration practices, and prioritization methods across a complex multi-department environment.

Senior Product Designer: Move Inc./Realtor.com

2010 – 2011 | Campbell

- **Partnered with Product, SEO, SEM, and Engineering** to develop and execute A/B and multivariate testing programs that improved conversion rates by up to 200%.
- **Led UX across iPhone, iPad, Android, and Windows Mobile applications**, while contributing to Realtor.com and Mortgage Match products in partnership with product, engineering, business teams, and external development vendors.

Senior Studio Manager: Front Doors and Ideation, Yahoo!

2008 – 2010 | Sunnyvale

- **Led design operations for a 14-person UX/IdX team** across Yahoo Home, Search, My Yahoo, Toolbar, and Buzz, improving intake, staffing, review cycles, and delivery coordination.
- **Strengthened team culture and design quality** through critiques, grooming sessions, demos, creative workshops, process development, and ongoing coaching and professional development.
- **Aligned Design, Product Management, and Engineering** around priorities, requirements, and critical feature decisions to improve cross-functional execution and delivery.

Creative Agency Experience:

Director of Web Services at EMC Creative

Creative Director at With*Ice Design

Creative Director at Stratford Design Associates

Select Clients Included: Adobe Systems, 3Degrees, Biocodex, Monterey Bay Aquarium, San Francisco International Airport, XDx Pharmaceuticals, Oakland A's, San Jose Clash, Xmarc

EDUCATION

BFA, Art & Design | California Polytechnic State University | San Luis Obispo

TOOLS + PLATFORMS

Tools & Platforms: Jira, Confluence, Figma, Miro, Adobe Creative Cloud, Shopify, WooCommerce, BigCommerce, WordPress

AI Tools & Strategy: ChatGPT, Claude, Lovable, GenAI-assisted product workflows, AI-enabled UX, agentic product strategy, AI opportunity identification, workflow automation

Product & UX Methods: PRDs, user stories, roadmap planning, backlog management, prototyping, journey mapping, user interviews, usability testing, A/B testing, competitive analysis, KPI tracking, UX research

Technical Collaboration: API collaboration, marketplace integrations, POS/eCommerce workflows