

Steffanie Williams

Director of Product • Consumer Products, Growth & Experimentation

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EXECUTIVE PROFILE

Hands-on product leader with 11+ years owning B2C subscription products across web, iOS, and Android, from customer discovery and UX definition through roadmapping, experimentation, launch, and measurement. Shipped products across six brands, two apps, and two subscription businesses serving an audience of 10M+. Combines customer research, product analytics, and design expertise to drive measurable growth.

CORE EXPERTISE

Consumer Product Strategy & Roadmapping • Web & Mobile Product Experiences • Customer Discovery & UX Design • Experimentation, Activation & Retention • Subscription Growth & Monetization • Product Analytics & KPI Strategy • Product Definition, Specs & Acceptance Criteria • AI-Assisted Product Workflows

EXPERIENCE

PM Accelerator, Product & Growth Consultant *Remote*

Jan 2026–Aug 2026

- Advised product professionals on AI product positioning and skill gaps through a structured, data-informed consultation process, maintaining a 20% consultation-to-enrollment rate.
- Influenced \$600K+ in program revenue through consultations tailored to client goals, experience, and program fit.
- Increased acquisition conversion by 150% using multi-channel signup-funnel data analysis and campaign optimization.

Zappallas / Ruling Planet Studios, Director of Product *Remote*

2014–2025

Owned end-to-end product strategy and execution for consumer platforms serving an audience of 10M+, partnering directly with engineering and design to take features from concept through launch. Transitioned with the portfolio following Zappallas' April 2025 acquisition by Ruling Planet Studios.

Achievements

- Generated \$1M+ in revenue by identifying a market gap through customer research and leading a new membership subscription from business case and pricing through launch.
- Owned B2B advertising partnerships, native-content placements, and monetization strategy, sustaining an average of \$100K+ in monthly advertising revenue.
- Built an in-house customer data platform that unified web, app, transaction, subscription, and email data using cross-device identity resolution; enabled 15+ segmented campaigns and increased ARPU by 20%.
- Boosted membership conversion by 250%+ through continuous experimentation informed by market trends, competitor analysis, and customer interviews.
- Grew organic reach by 3M monthly users by developing and testing a product-led SEO and editorial strategy.

Product Practice

- Conducted hundreds of customer interviews, surveys, usability studies, and experiments, bringing customer insights directly into roadmap priorities.
- Created wireframes and high-fidelity product mockups then translated product decisions into PRDs, user stories, and acceptance criteria to guide engineering delivery.
- Led cross-functional delivery across engineering, design, and marketing, shipping customer-facing features, product enhancements, and platform releases on a weekly cadence.
- Built and maintained KPI frameworks across acquisition, conversion, engagement, retention, ARPU, and LTV to guide iterative, data-driven product decisions.
- Managed direct reports across product, engineering, design, marketing, and project management while remaining hands-on in discovery, roadmap definition, and delivery.

EARLIER PRODUCT & CREATIVE LEADERSHIP

P&C Design Studio, Co-Founder, Product Director *Los Angeles, CA* 2013–2014

- Co-founded a design and app development studio, leading product definition, UX, and brand strategy for early-stage digital products.
- Shaped SpotHopper's early launch and product experience, helping establish the foundation for a restaurant-marketing platform that now serves 18,000+ restaurants.

Auraline Beauty, Art Director *Santa Monica, CA* 2011–2013

- Led custom private-label cosmetic lines from formulation and branding through packaging and retail launch.
- Secured product placements at Nordstrom and Saks Fifth Avenue, contributing to \$3M+ in recurring sales.

JAKKS Pacific, Jr. Art Director *Santa Monica, CA* 2009–2011

- Developed licensed consumer products for Sanrio Hello Kitty and Disney Fairies, translating brand requirements into assortments sold through Walmart, Target, and Costco.

Fashion Angels Enterprises, Senior Designer / Project Manager *Milwaukee, WI* 2004–2008

- Managed cross-functional development of award-winning licensed product lines, including Lisa Frank and Project Runway, from concept through retail production.

EDUCATION

Mt. Hood Community College — Associate of Applied Science, Graphic Design, *Portland, OR* 2004

AI & PRODUCT TOOLS

Claude • Claude Code • ChatGPT • Adobe Illustrator & Photoshop • Figma • Google Analytics • Domo • Jira • Confluence • Trello • Monday