

STEFFANIE WILLIAMS

DIRECTOR OF PRODUCT | GROWTH, MONETIZATION & CONSUMER PLATFORMS

Portland, OR | 310-779-5147 | steffanie.la@gmail.com

EXECUTIVE PROFILE

Product executive with 20+ years spanning B2C digital platforms, ecommerce, subscriptions, marketing technology, UX, analytics, and consumer goods. Leads product vision, portfolio roadmaps, monetization, customer lifecycle strategy, and cross-functional delivery at scale.

CORE EXPERTISE

Product Strategy & Roadmaps • Growth & Monetization • Subscription Products • Ecommerce • Customer Lifecycle • Product Analytics & KPIs • A/B Testing • Go-to-Market • Cross-Functional Leadership

EXPERIENCE

Director of Product | Ruling Planet Studios | Apr 2025 - Jul 2025

Remote

Following the acquisition of Zappallas USA, led product continuity and post-acquisition roadmap execution across high-volume consumer platforms serving 16M+ monthly users.

- Led product strategy and roadmap priorities throughout the acquisition transition.
- Aligned engineering, design, marketing, analytics, and executive leadership on product performance and strategic priorities.
- Maintained continuity across high-traffic digital products while minimizing customer and operational disruption.

Director of Product | Zappallas USA | Tarot.com, DailyHoroscope.com, Numerology.com | Apr 2018 - Jun 2025

Portland, OR | Hybrid

Led product strategy, growth, and monetization for a portfolio of consumer platforms serving 16M+ monthly users. Owned product vision, roadmaps, customer lifecycle, and portfolio investments across multiple brands.

- Generated \$1M+ in annual revenue through subscription pricing and monetization.
- Boosted membership conversion by 250%+ by streamlining customer journeys and purchase gateways.
- Increased ARPU by 20% with tiered subscriptions and targeted lifecycle campaigns.
- Grew ecommerce revenue by 20% by creating and launching a customer-level discount platform.
- Added 3M monthly organic users through product-led SEO and editorial content strategy.
- Doubled release frequency by leading legacy platform and code migrations.
- Built KPI frameworks to guide product investment and growth; led cross-functional teams from strategy through launch.

Creative Director | Zappallas USA | May 2014 - Apr 2018

- Led four designers and illustrators in product specifications and UX/UI improvements across multiple ecommerce products, doubling average annual LTV per new signup.
- Directed email, SMS, and onsite lifecycle campaigns contributing more than 50% of ecommerce revenue.
- Generated an additional \$20K in monthly revenue through automated engagement-based marketing campaigns.

EARLIER PRODUCT & CREATIVE LEADERSHIP

Co-Founder, Product Director | P&C Design Studio | 2013 - 2014

Los Angeles, CA

- Co-founded a design and app-development studio advising founders on product strategy, branding, and marketing.
- Helped shape the early SpotHopper product, defining app requirements, UX, branding, and business strategy; the platform has since grown to serve 18,000+ restaurant partners.

Art Director | Auraline Beauty | 2011 - 2013

Santa Monica, CA

- Led private-label cosmetics development from formulation and packaging through production and distribution.
- Delivered custom products for brands including Nordstrom and Saks Fifth Avenue, generating \$3M+ in recurring product-placement sales.
- Directed logistics, design, and execution for six trade shows, contributing to new client acquisition.

Jr. Art Director | JAKKS Pacific | 2009 - 2011

Santa Monica, CA

- Developed licensed products for Sanrio Hello Kitty and Disney Fairies, translating market trends into concepts and specifications for Walmart, Target, and Costco.
- Ensured brand and quality standards from product and packaging design through production; created a specialized seasonal Hello Kitty display for Target.

Senior Designer / Project Manager | Fashion Angels Enterprises | 2004 - 2008

Milwaukee, WI

- Managed cross-functional development of hundreds of award-winning jewelry, craft, accessory, and fashion-doll products.
- Collaborated with domestic and international teams on licensed collections including Lisa Frank, Crayola, and Top Model.
- Executed production and planogram strategies for Target, Marshalls, and Nordstrom, supporting repeat orders across product lines.

Freelance Art Director | Arnold Grummer's Papermaking | 2006 - 2009

Milwaukee, WI | Hybrid

- Developed custom product lines purchased by Michaels for \$1M+, helping drive company growth and retail expansion.

EDUCATION

Associate of Applied Science, Graphic Design | Mt. Hood Community College, 2004

ADDITIONAL CAPABILITIES

Requirements Prioritization • Stakeholder Alignment • Platform & Internal Tools • Pricing Strategy • Marketing Automation • Personalization • SEO & Organic Acquisition • UX/UI • Content Strategy • Team Leadership