

Grace Stoeckle

Native Mobile Apps & Web Platforms

UX Designer
Researcher
Product Owner
Content Strategist

gracestoeckle.com
grace.stoeckle@gmail.com
610-639-4909

Professional Summary

Creating human-centered digital products. Extensive background in product ownership, research, UX, CX, content, information architecture, and product strategy. I uncover product objectives and business requirements; plan, execute and interpret user research / usability testing; define the strategy and product vision. I'm a collaborative, creative problem solver. I seek opportunities to work with thoughtful, innovative teams who rely on empathy for their users to create the best possible outcomes.

UXD

Wireframing, prototyping, user flows, user stories, scenarios, UX content strategy, content audits, sitemaps, touchpoint mapping, interaction design, mobile UX.

Research

Recruiting, user interviews, prototype testing, alpha & beta studies (open and closed), prototype testing, cohort studies, usability studies, user personas, behavior profiles, surveys, analytics, group studies, card sorting, remote & on-site testing methods.

Product Owner

Customer research, storytelling, prototype testing, lean experiments, defining key performance indicators, documenting feature rollouts.

Content Strategy

UX content strategy, content audits, sitemaps & navigation schemas, information architecture, content style guides, editorial calendars, metadata, personalization, SEO strategy.

JAN
2019

User Experience Strategist

FOUR KITCHENS in Philadelphia, Pennsylvania
January 2019 - current
Leading client engagements with generative & evaluative research, discovery & needs assessments, roadmapping, content strategy, and UX strategy.

JAN
2018

User Experience Manager

WAWA in Wawa, Pennsylvania
January 2018 - September 2019
Managing the user experience of existing and upcoming Wawa digital properties, including the Wawa iOS and Android mobile app, Wawa.com, and WawaRewards.com.

MAR
2015

User Experience Designer

AWEBER in Chalfont, Pennsylvania
March 2015 - October 2017
Led the user experience for AWeber's Mobile Products Team for over two years. AWeber offers three mobile apps (on both Android & iOS) to our 100k international customers. Then moved to be lead UX on the Conversions team.

OCT
2006

Information Architect / UX Strategist

WILLIAMS RANDALL MARKETING in Indianapolis, Indiana
October 2006 - February 2015
Led the strategy for interactive and web-based projects, from conducting initial business analysis to executing user research to overseeing the product's strategy through launch.

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MAY
2006

Retail Marketing Coordinator

MERION PUBLICATIONS in King of Prussia, Pennsylvania
May 2006 - October 2006

Created, coordinated and executed marketing plans for the two new retail divisions of the company. Included a website launch, web ads, print ads, customer e-mail and direct mail projects. In addition to acting as project manager for retail campaigns, I also created the copy.

APR
2004

Independent Contractor

GRACE STOECKLE STUDIOS in Conshohocken, Pennsylvania
April 2004 - May 2006

Managed freelance agency that provided writing, editing, research, content and concept development and information design services for web projects.

APR
2000

Content Strategist & Project Manager

GSI COMMERCE (now eBay Enterprise) in King of Prussia, Pennsylvania
April 2000 - March 2004

Writing, editing and project management responsibilities for client websites, including Linens 'n Things, Palm, Kmart, NASCAR, The Sports Authority, Dick's Sporting Goods, PBS, Nickelodeon, Comedy Central, Modell's and more.

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Publications & Media

MEDIUM.COM: @GraceStoeckle

The benefits of working like an amateur
Why (and how) I used Slack as a feedback channel for user experience research
The user research behind AWeber's new mobile app: How we all became product owners
Website metadata explained for marketers: How to make your content shareable
How our customers inspired and shaped AWeber's new mobile app

YOUTUBE: Mini Documentary

AWeber Curate: Behind the App - https://youtu.be/ZtaAoMh5_S4

IN THE NEWS: businesswire.com

AWeber Announces New App "Curate":
<https://www.businesswire.com/news/home/20160413005513/en/AWeber-Announces-New-App-Curate>

Speaking Engagements

Personalizing News to Increase Audience Engagement | SEPTEMBER 2019

Online News Association 2019 at New Orleans
<https://ona19.journalists.org/sessions/24505538/>

I Am That Girl: Women's Symposium | NOVEMBER 2017

SAHS Young Women Rising at Souderton High School
<https://youngwomenrising2017.wixsite.com/i-am-that-girl>

What Your Target Persona Is Missing | MAY 2017

Greater Philly Small Business Marketers at AWeber Headquarters
<http://bit.ly/2q39KvU>

Effective Beta Programs | MAR 2017

Product Tank Philly at Benjamin's Desk
<http://bit.ly/2yC8Ppu>

UX Research: A Mobile Case Study (Guest Lecturer) | APRIL 2016

UX Design Graduate Level Course at Philadelphia University (PhilaU)

Education

Bachelor of Arts, English

PENNSYLVANIA STATE UNIVERSITY at State College, Pennsylvania
University Schreyer Honors College
Graduated with High Distinction