digital experience + commerce designer

STEPHEN SU

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WORK EXPERIENCE

APPLE | APPLE STORE ONLINE > DIGITAL COMMERCE MANAGEMENT

Lead Specialist

Cupertino, CA | June 2019 - Present

- Integrated MarCom CLM program into DCM to streamline and scale email marketing workflow. Produced the first DCM-driven iPhone Features email campaign: executed 42 versions of an email spanning 3 geos using dynamic cohort-driven content and multi-variant A/B testing.
- Served as technical lead directing strategy, end-to-end execution, and technical troubleshooting for multiple capital projects, seasonal campaigns, and high-visibility New Product Introduction (NPI) moments.
- Mentored and guided team of specialists while serving as a cross-functional liaison between DCM, leadership, and partner organizations.
- Developed and delivered structured training and documentation on new setup and processes to scale technical capabilities for all Apple Store Online digital storefronts and platforms across the broader DCM team.

TECHSTYLE FASHION GROUP | ACQUISITION MARKETING

Digital Designer

El Segundo, CA | March 2016 - June 2019

- Delivered high-converting, responsive landing pages for new membership, promotional campaigns, and brand launches, elevating customer acquisition and site engagement.
- Engineered a scalable landing page template system, standardizing workflows for designers and drastically speeding up time-to-market.
- Designed, wire-framed, and coded interactive frontend experiences, including a user-guided Style Quiz and dynamic scalable landing page modules.
- Produced omni-channel creative assets (interactive web, video, and display ads) targeting 5 fashion brands on major paid ad platforms (Meta, Google, Snap, Pinterest), continuously optimizing and scaling top-performing creatives based on real-time CTR and conversion data.

NEWEGG INC | E-COMMERCE MARKETING

Senior Web Designer

Los Angeles, CA | November 2012 - March 2016

- Authored comprehensive corporate brand guidelines and design standards, unifying visual identity across touchpoints while providing art direction for a team of designers.
- Architected mobile-first digital experiences for flagship annual campaigns, driving significant gains in cross-platform traffic and audience reach.
- Designed high-converting landing pages and digital ad suites for premier tech vendor partners, major new product launches, and recurring e-commerce promotions.

EDUCATION

BFA from University of California, San Diego

La Jolla, CA | Graduated 2008

Interdisciplinary Computing & the Arts Major (ICAM) & Computer Science Minor

Design Technologist & E-Commerce Developer with over a decade of experience building modern digital storefronts and attractive, high-performing digital marketing experiences that drive conversion.

AREAS OF EXPERTISE

- Email + Digital Marketing
- Responsive/Mobile Web Design
- UI/UX Design
- Project and Content Management
- Branding & Identity
- Campaign/Ad Design
- Social Media Marketing

TECHNICAL SKILLS

Front-End Web Development
HTML, CSS, JavaScript, Git

Design + Prototyping
Sketch, Figma

CLM Email Marketing
McFly, LonePine, DataGrid, CEPGlide

AI-accelerated Prototyping/Developing

Graphic Design
Adobe Photoshop, Illustrator, inDesign

RECENT PROJECTS

CLM Dev | 2025/26 iPhone Features DM

July 2025 - May 2026

- Developed and executed "Features" email that followed Fall 25 and Spring 26 major iPhone launches - utilizing dynamic content to specifically target and convert customers to upgrade to the latest product.
- Designed 4 different email templates that covered 21 cohorts, with 3 localized geo-versions, and A/B testing of subject line and preview copy that reached millions of customers.
- Collaborated with MarCom CLM team to streamline email authoring workflows and implement stronger data guard clause to improve delivery rates.
- Standardized new workflows and processes within DCM and helped document learnings and train 6 developers.

Tech Lead | ASA Shop LOB Redesign

April 2026 - June 2026

- Oversaw and managed massive capital project modernizing and modularizing the Apple Store App LOB pages with new templates, functionalities, and dynamic content.
- Managed and delegated tasks to a team of 7 specialists while providing technical and troubleshooting support.
- Collaborated with cross-functional partners and leadership to help deliver (or pivot) efficiently while meeting deadlines.
- Conducted training sessions and created documentation on implementation setup for broader DCM team.