



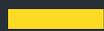
# Steve Sutanto

## PRODUCT DESIGN & STRATEGY

*Focused on complex systems where clarity, accuracy, and user confidence matter*

12+ years designing **enterprise** and **consumer** platforms across **fintech** and **healthcare**, including **regulated, trust-critical systems**. I've led **0→1** and **growth** initiatives, turning ambiguity into clear, usable workflows that improve conversion, adoption, and business outcomes through close collaboration with product and engineering.

# Selected Enterprise & Growth Work



# What Our Partners Say

“

His blend of UX design, product thinking, and research made him an invaluable partner. Steve helped teams align quickly and build confidence during delivery.

— *Principal UX Designer, Government & Healthcare, Optum*

“

Steve played a critical role in leveling up Vitality’s UX (Reliability tool). His work shaped the product in lasting ways and raised the overall quality of the experience.

— *Product Leader, Platform Engineering, Capital One*

“

Steve demonstrated strong judgment and clarity in highly visible, fast-changing environments. His design craft and measured approach consistently set a high bar.

— *Senior Design Director, Card Tech, Capital One*

“

Steve brings thoughtful, big-picture thinking and multiple approaches that directly contributed to product success.

— *Senior Program Manager, Sunbelt Rentals*

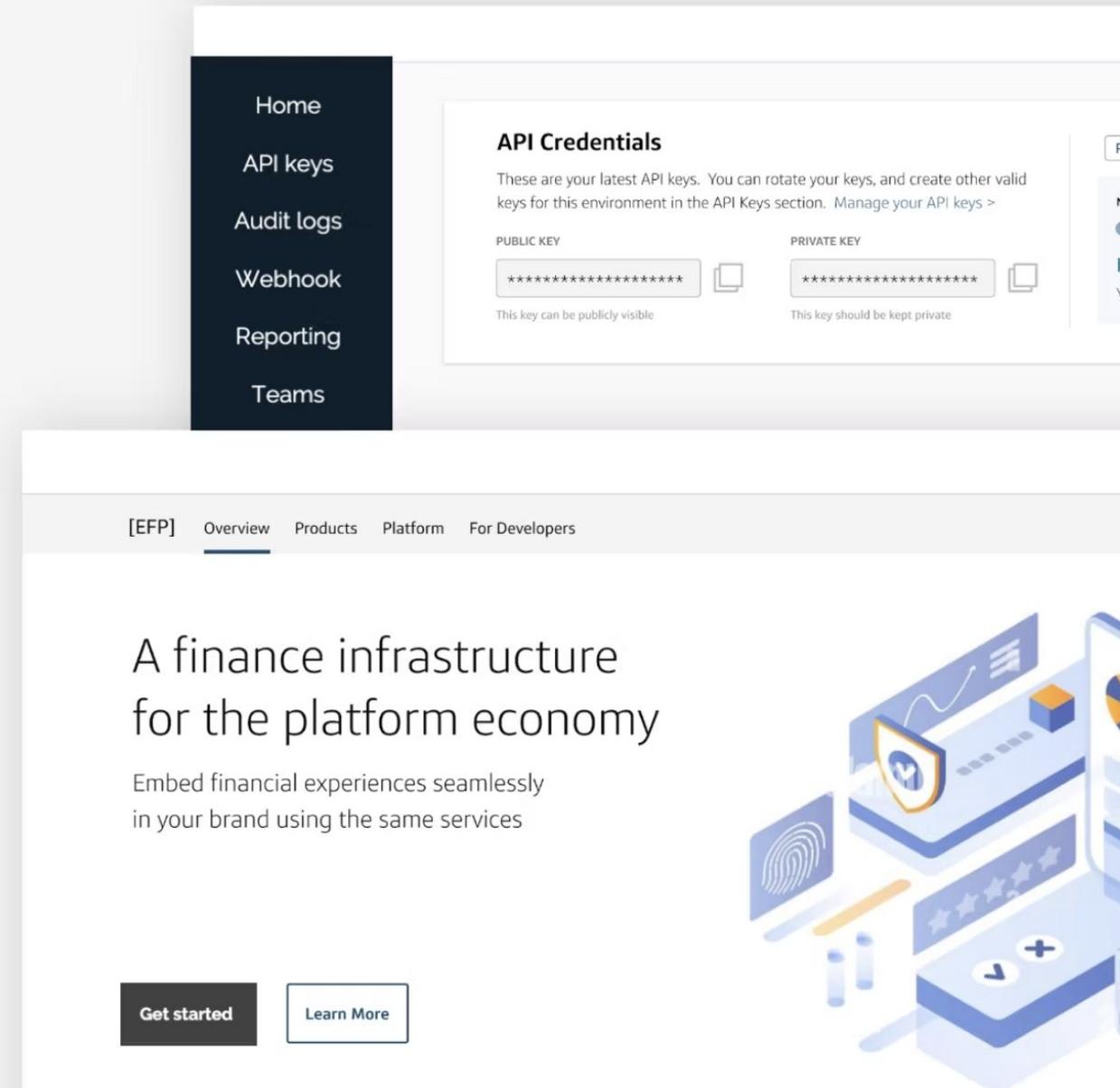
## CAPITAL ONE

# Product Discovery: Embedded Finance Platform

This work focused on early-stage discovery and definition for embedded financial services. I partnered with product, engineering, and leadership to explore new business opportunities, test assumptions quickly, and define scalable experiences that could grow into meaningful revenue streams.

## HIGHLIGHTS

- Defined end-to-end API onboarding flows from sandbox to production
- Created archetypes and journey maps to align executives, product, and engineering
- Used flows, wireframes, and prototypes to make abstract concepts concrete
- Supported product-market fit discussions through visual storytelling



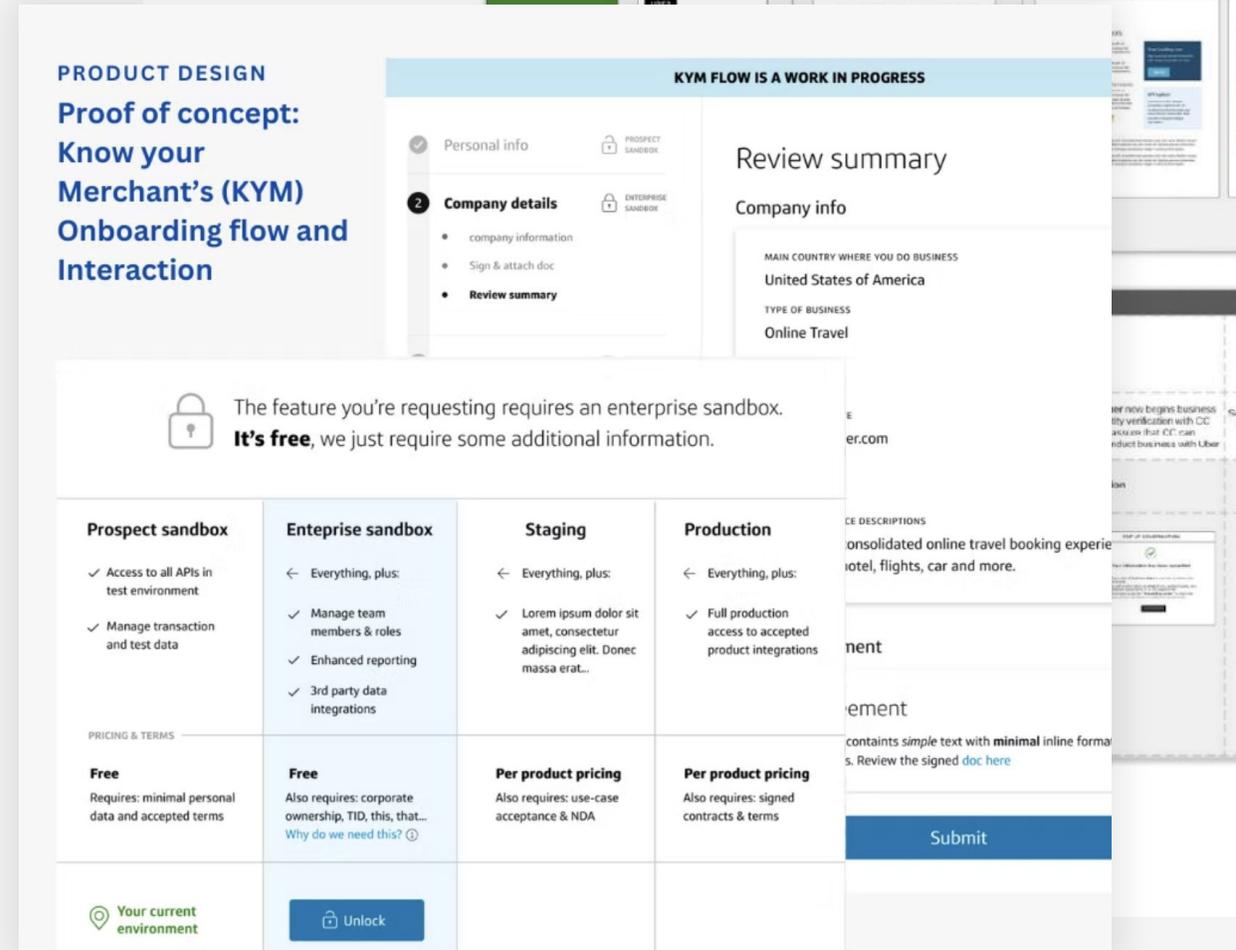
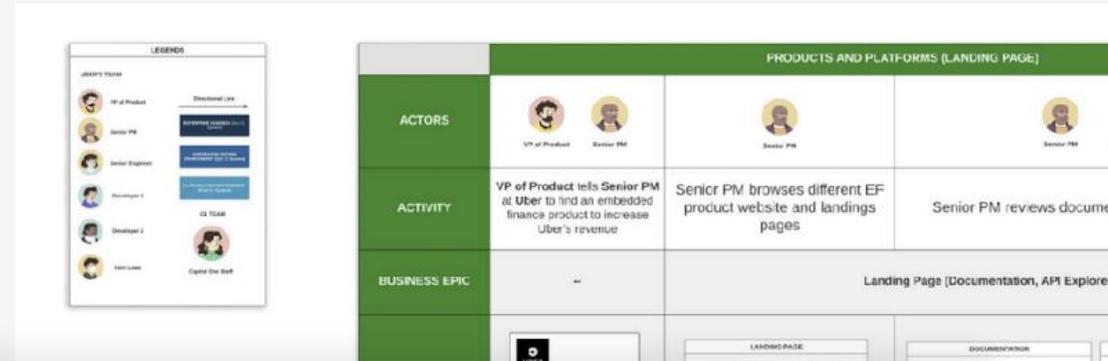
CAPITAL ONE

# Product Discovery: Embedded Finance Platform

Role: Lead UX Architect & Strategy • [Figma Prototype](#)

CONTRIBUTIONS

- Interviewed cross-functional partners to identify gaps and platform opportunities
- Mapped external and internal usage scenarios for extensibility
- Designed flows and concepts to support both merchant-facing and internal users
- Partnered with product leaders to shape early roadmap direction



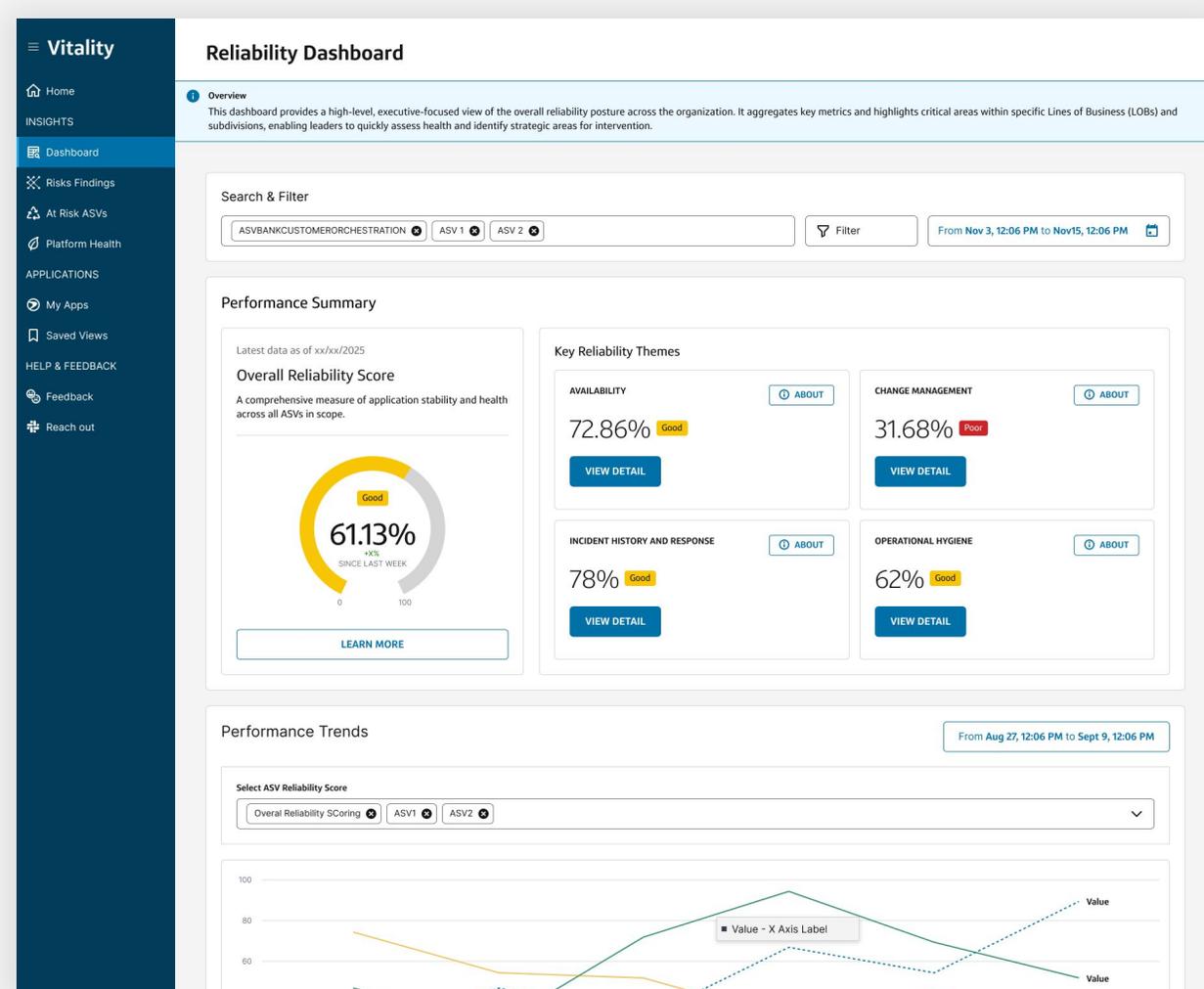
CAPITAL ONE

# Bridging Observability and Reliability Gap for Error Free Applications

Designed a trust-critical platform used by 1,000+ engineers to reduce cognitive load and improve decision clarity in high-stakes environments.

HIGHLIGHTS

- Launched weekly design office hours to improve developer adoption and platform consistency
- Led discovery with engineering and tech leads to simplify workflows and reduce scope risk
- Built a shared design roadmap to align teams and maintain delivery momentum
- Co-led user interviews to inform prioritization and interaction models
- Established standardized design patterns across the platform



**+104%**  
Unique Users

increase in unique users through improved clarity and discoverability

**+86%**  
Repeat users

repeat usage, indicating sustained adoption

**6 → 35**  
Risk Remediation

Expanded risk remediation coverage

**Clearer & Cohesive**  
User Experience

Improved scan-ability and trust through consistent UI patterns

CAPITAL ONE

# Bridging Observability and Reliability Gap for Error Free Applications

Role: Lead Product Design & Strategy • [Read Reflection](#)

CONTRIBUTIONS

- Drove platform-level UX strategy across reliability dashboards and workflows
- Partnered closely with product and engineering to translate complex reliability concepts into intuitive UI
- Balanced long-term system design with near-term delivery constraints
- Ensured consistency across surfaces through shared patterns and IA decisions

**Platform Domain Health**  
Near-time metrics across all service platforms

Showing 44 of 44 metrics

Availability (9)			Resiliency & Reliability (4)		
Metric	Actual / Target	Learn more	Metric	Table header	Learn more
Verified SLO Attainment Rate	XX% (vs) Target: 90%	Learn more	Escaped Defects	XX (vs) Target: 0	Learn more
Latency	XX (vs) Target: 50ms	Learn more	Sev Incidents	XX (vs) Target: 0	Learn more
Availability	XX% (vs) Target: 99.9%	Learn more	MTTR	XX (vs) Target: 1h	Learn more
Throughput	XX (vs) Target: 1000 req/s	Learn more	MTD	XX (vs) Target: 1000 req/s	Learn more
Page Load time	XX (vs) Target: 2s	Learn more	Saturation	XX (vs) Target: 80%	Learn more

Efficiency (4)			Well Managed (4)		
Metric	Actual / Target	Learn more	Metric	Actual / Target	Learn more
Deployment Frequency	XX (vs) Target: 10 per week	Learn more	PaaS DaaS Vulnerabilities (out of LTER)	XX (vs) Target: 0 (out of 100)	Learn more
PR Lead Time	XX (vs) Target: 48 hours	Learn more	2x SLA Vulnerabilities	XX (vs) Target: 0	Learn more
Feature Lead Time	XX (vs) Target: 48 hours	Learn more	Configuration Compliance %	XX (vs) Target: 100%	Learn more
Run The Engine (RTE) Ratio	XX (vs) Target: 60 hours	Learn more	N-2 Image Versions	XX (vs) Target: 60 weeks	Learn more
Spend Efficiency	XX% (vs) Target: 80%	Learn more			

**CHANGE MANAGEMENT**  
31.68% (vs) Target: 72.9%

**OPERATIONAL HYGIENE**  
72.86% (vs) Target: 85%

Alerts: 35 (vs) Target: 4 critical

**Insights & Actions**

- Recommended Action: 3 items
- On-Call Fatigue: 35 alerts / day (vs) Target: < xx alerts / day
- Vulnerability Management: 4 critical vulnerabilities
- Follower Success Rate: 85% (vs) Target: > xx% (ideally 100% in testing)
- Smartops Onboard Rate: 55% (vs) Target: > xx% for critical services

**Risks Findings**  
Findings related to resource sizing, utilization, or unexpected demand. (0 Risks)

Finding	Severity	Impacted ASV	Date Opened
Database CPU utilization consistently exceeding 90% during peak hours.	Critical	ASVCustomerPortal	10/31/2023
Disk space on critical log aggregation servers at 95% capacity.	Warning	ASVCommerceFrontend	10/31/2023
Load balancer hitting connection limits during promotional events.	Critical	ASVLoggingService	10/31/2023
Database CPU utilization consistently exceeding 90% during peak hours.	Critical	ASVCustomerPortal	10/31/2023
Database CPU utilization consistently exceeding 90% during peak hours.	Critical	ASVCustomerPortal	10/31/2023

Action	2. Quick Assessment	3. Guided Remediation	4. Incident Management	5. Coordinated Response	6. ...
Clicks alert, lands on Vitality BA dashboard, reviews reliability score, health summary, and scaling issue details	Clicks SRE+ link, reviews automated PR, merges fix with one click	Receives New Relic alert about transfer service timeout, uses triage view to identify Account Hub latency	Uses triage view, links issue to recent release, accesses Cloud Doctor for deep diagnostics	Imports New Relic alert, displays triage view, shows impacted features and dependencies, enables root cause analysis	Detects incident severity, auto-escalates to TIC, signs up RDM bridge, logs all incident details

**Process Flows: Automating Reliability and Incident Management**  
Flow (Sourced from the deck / other docs)

ACTORS	1. Early Risk Detection	2. Quick Assessment	3. Guided Remediation	4. Incident Management	5. Coordinated Response
Jaydeep (Engineer)	Clicks alert, lands on Vitality BA dashboard, reviews reliability score, health summary, and scaling issue details	Clicks SRE+ link, reviews automated PR, merges fix with one click	Receives New Relic alert about transfer service timeout, uses triage view to identify Account Hub latency	Uses triage view, links issue to recent release, accesses Cloud Doctor for deep diagnostics	Detects incident severity, auto-escalates to TIC, signs up RDM bridge, logs all incident details
Sadie (Backend Developer)	Receives data from all monitoring tools, detects volatile scaling pattern; routes to Jaydeep	Presents BA dashboard with reliability score, health overview, and risk details; consolidates all findings	Receives New Relic alert, displays triage view, shows impacted features and dependencies, enables root cause analysis	Imports New Relic alert, displays triage view, shows impacted features and dependencies, enables root cause analysis	Detects incident severity, auto-escalates to TIC, signs up RDM bridge, logs all incident details
Sean (Account Hub Team)	Receives alert from Vitality; routes to Jaydeep based on on-call schedule	Provides log correlation for dashboard context	Captures moon traffic showing Account Hub latency spike	Supplies historical log data	Supplies historical log data

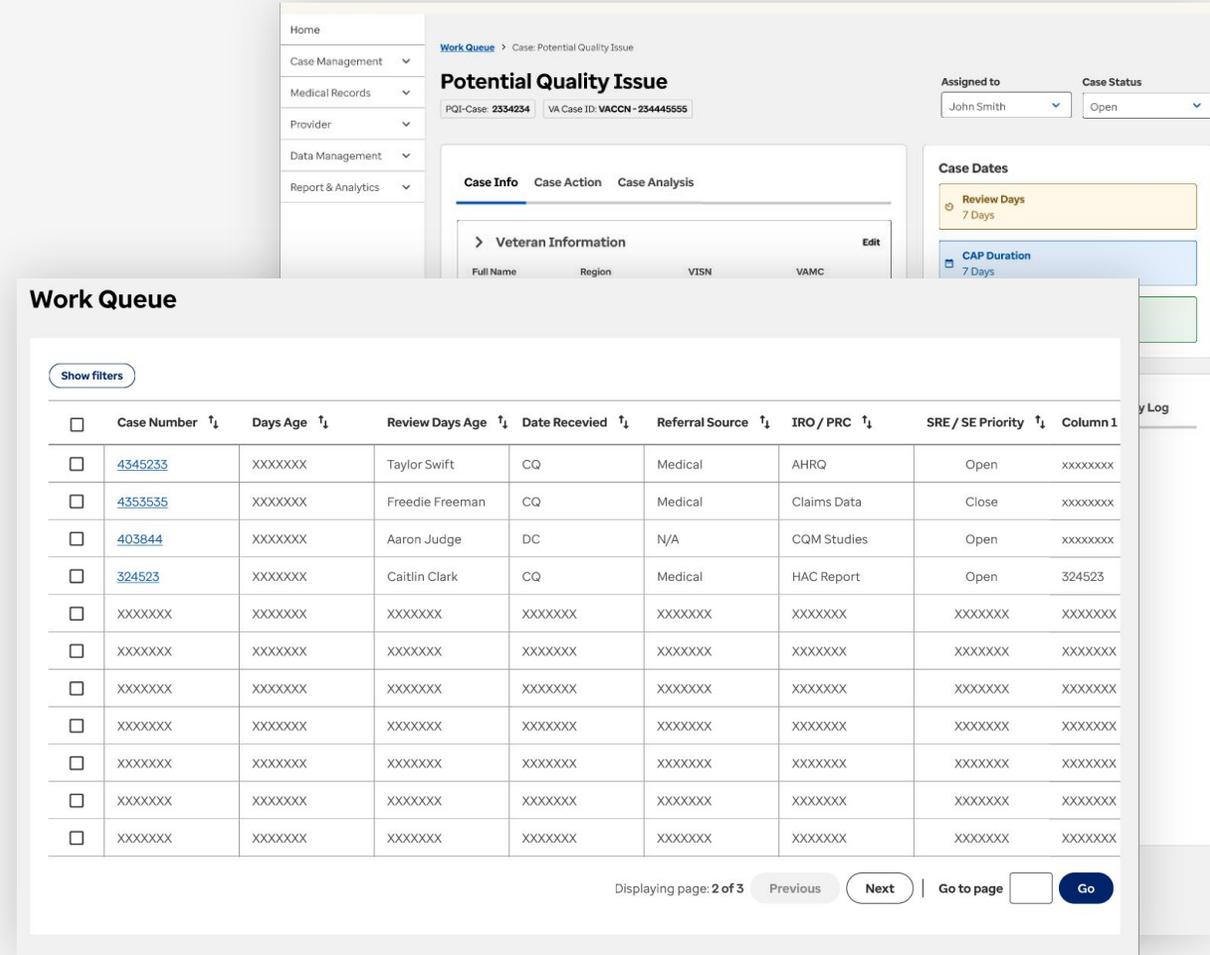
OPTUM SERVE

# Enhanced Efficiency by Revamping the Clinical Quality Tool

Designed within strict clinical, legal, and compliance constraints, this work replaced manual, error-prone processes with clear, auditable workflows. The result improved speed, accuracy, and organizational confidence at scale.

## HIGHLIGHTS

- Replaced manual workflows with a modern, automated web experience
- Reduced case intake time by **85%+**
- Supported high-volume daily usage with improved UX
- Achieved strong usability ratings across core users



**85%+**

reduction in case intake time, accelerating turnaround and securing a government contract

**Modernized & Simplified**

outdated tool that host hundreds of case of per day.

**Rated 5+**

for ease of use across all of the core users we tested.

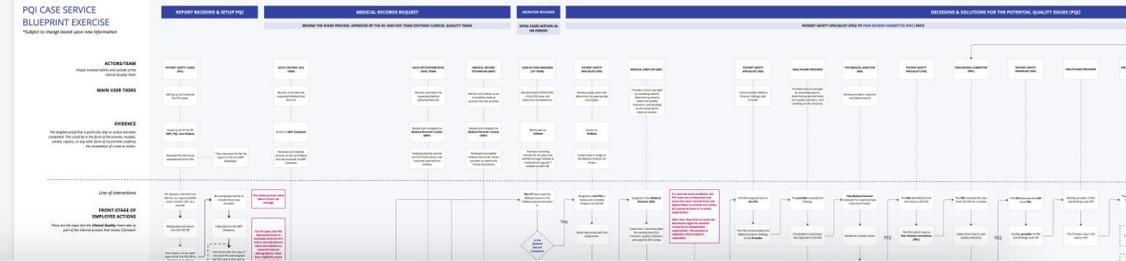
OPTUM

# Enhanced Efficiency by Revamping the Clinical Quality Tool

Role: Lead UX Architect • [Figma Prototype](#)

## CONTRIBUTIONS

- Conducted empathy interviews with 16+ roles of Clinical Quality team.
- Reframed complex workflows using service blueprints
- Designed within an existing design system while extending components
- Applied Lean UX methods with frequent testing cycles
- Partnered cross-functionally to support discovery and delivery



SUNBELT RENTALS

# Salesforce: Pricing Process Automation

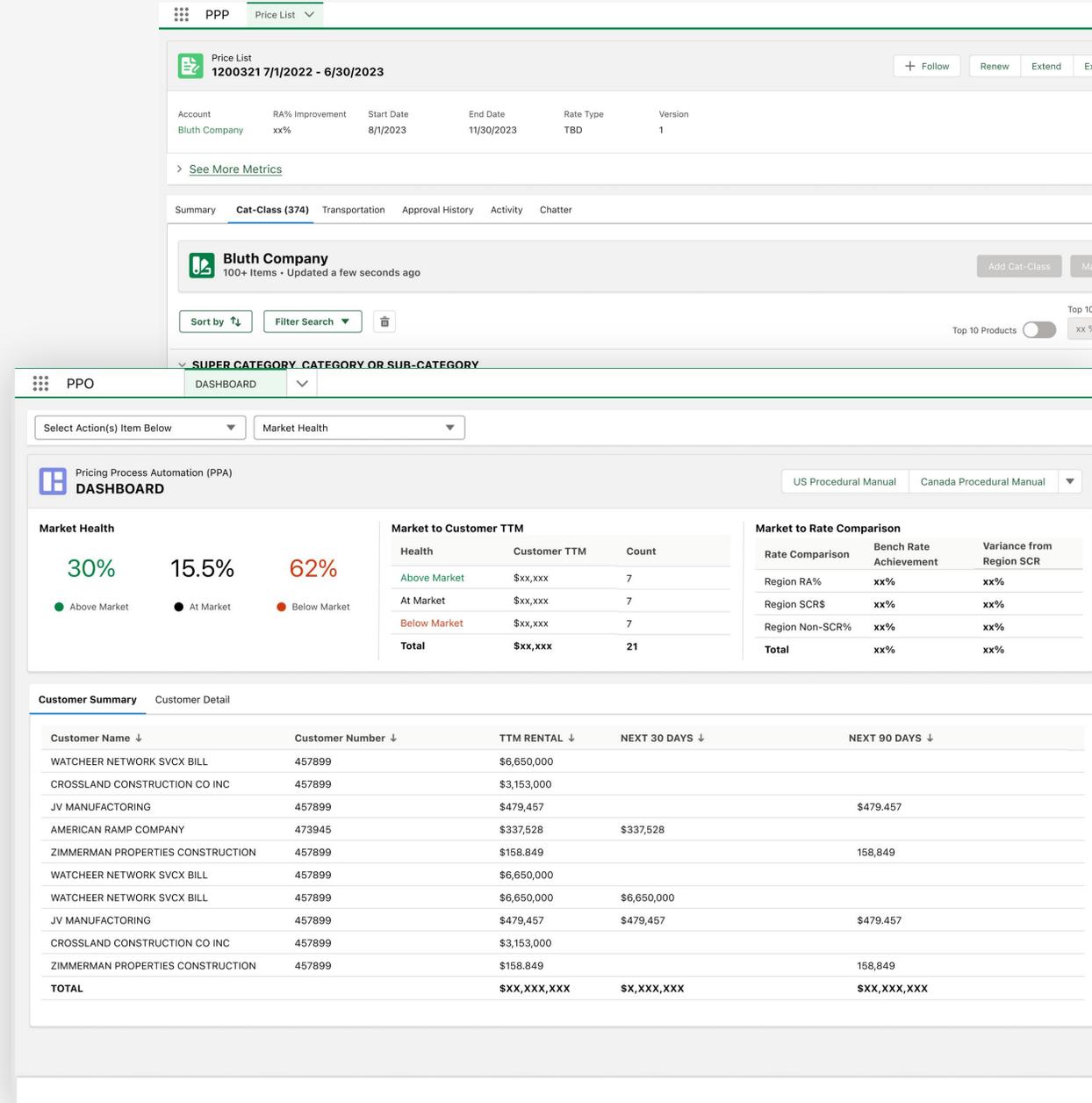
Led design of pricing and approval workflows that reduced operational friction, improved consistency, and protected revenue through clearer logic, standardized patterns, and tighter cross-functional alignment.

## HIGHLIGHTS

- Simplified renewal and approval flows for sales, managers, and admins
- Balanced Salesforce standards with custom UX needs
- Achieved positive UAT feedback with minimal revisions
- Delivered within tight release timelines

## IMPACT

- ➔ Simplified pricing workflows for sales, managers, and admins
- ➔ Achieved positive UAT feedback with the sales team (main users)
- ➔ Delivered within tight release timelines



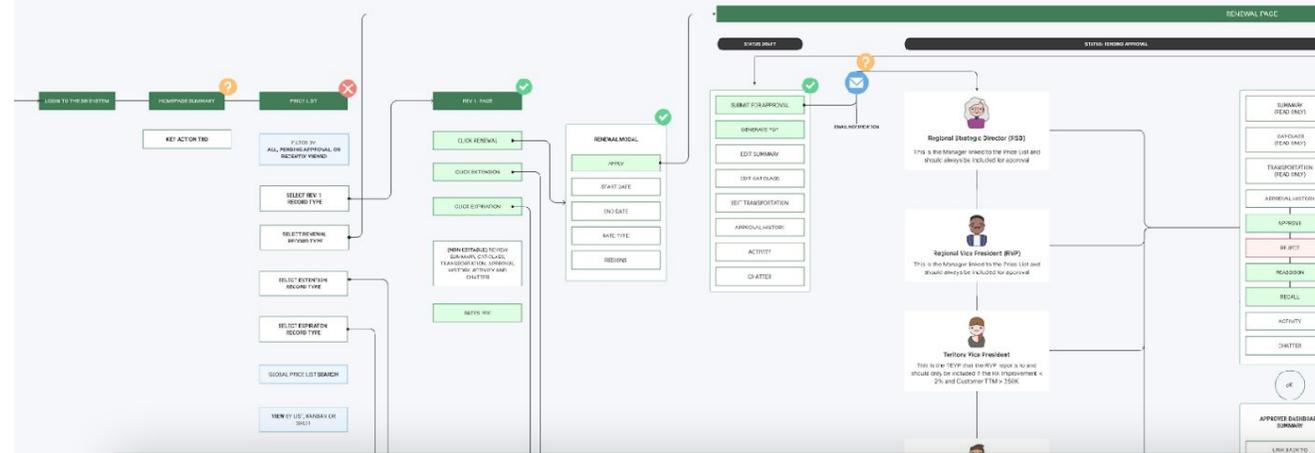
SUNBELT RENTALS

# Salesforce: Pricing Process Automation

Role: Lead UX Architect & Strategy • [Figma Prototype](#)

## CONTRIBUTIONS

- Designed functional flows to align cross-functional teams
- Worked closely with Salesforce architects and SMEs
- Reduced scope while meeting user needs
- Maintained continuous communication through delivery



Price List  
1200321 7/1/2022 - 6/30/2023

Account	RA% Improvement	Start Date	End Date	Rate Type	Version
Bluth Company	xx%	8/1/2023	11/30/2023	TBD	1

> [See More Metrics](#)

Summary Cat-Class (374) **Transportation** Approval History Activity Chatter

**Union Transportation**  
Sub-title

Truck Type ↓	Rates Loaded ↓	0-10 Miles ↓	11-20 Miles ↓	21-30 Miles ↓	31-40 Miles ↓	40+ Miles ↓
Pickup/ Stake body	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Rollback	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Tracktor	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00

**Non-Union Transportation**  
Sub-title

Truck Type ↓	Rates Loaded ↓	0-10 Miles ↓	11-20 Miles ↓	21-30 Miles ↓	31-40 Miles ↓	40+ Miles ↓
Pickup/ Stake body	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Rollback	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Tracktor	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00

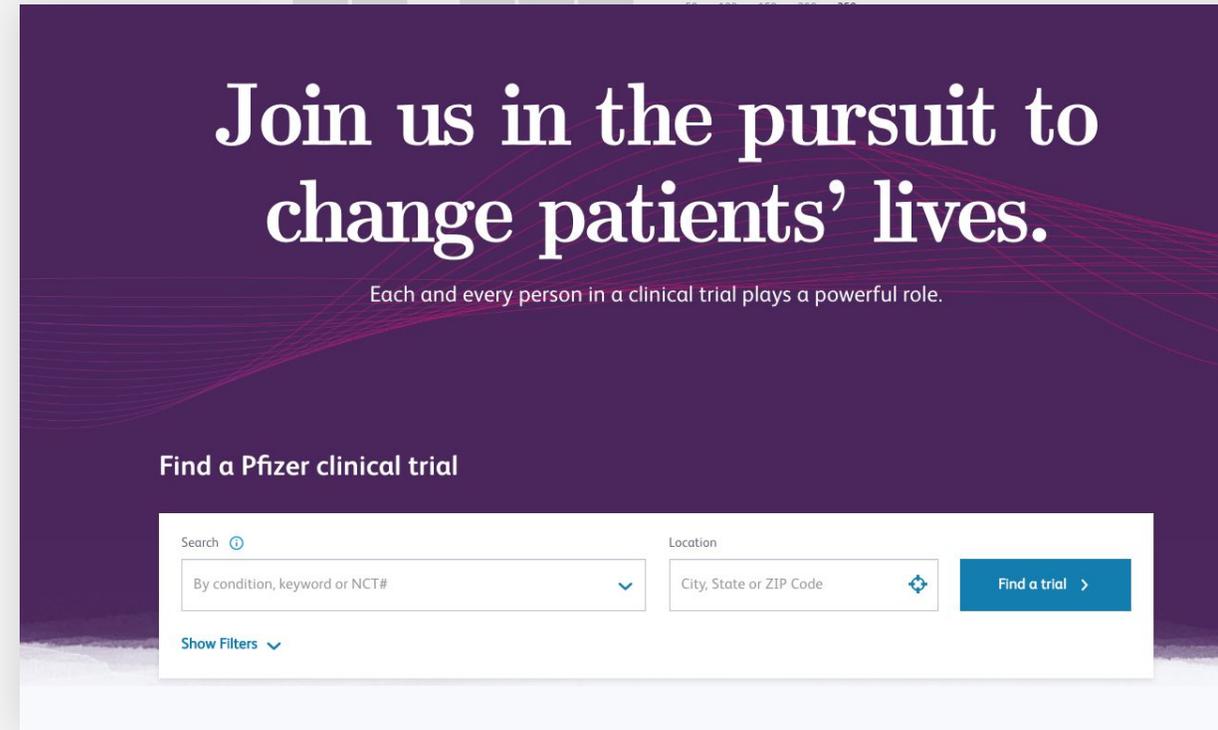
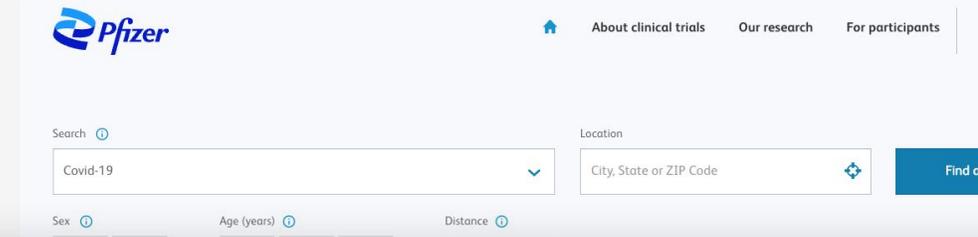
PFIZER

# Building an End-to-End Digital Clinical Trial Recruitment Platform

Improved enrollment and education experiences to increase comprehension and engagement within a highly regulated environment.

HIGHLIGHTS

- Designed end-to-end recruitment experiences spanning discovery, eligibility, and enrollment
- Simplified complex clinical workflows for patients, coordinators, and internal teams
- Translated regulatory and compliance requirements into usable digital experiences
- Collaborated closely with product, engineering, and clinical stakeholders across teams



Find a Trial feature for the 1st 2-3 months

23% Increased in avg page view

60% Increased in Click-Thru-Rates

PFIZER

# Building an End-to-End Digital Clinical Trial Recruitment Platform

Role: Lead UX Architect & Design

## CONTRIBUTIONS

- Led UX strategy for an end-to-end clinical trial recruitment platform spanning discovery, eligibility, and enrollment
- Designed multi-persona workflows supporting patients, trial coordinators, and internal Pfizer teams
- Translated regulatory, legal, and compliance constraints into clear, accessible user flows
- Simplified complex clinical concepts into understandable content and interaction patterns
- Partnered closely with product, engineering, and clinical stakeholders across distributed team



**Chronic Participant**  
Hanna Yamagishi, 35 Years old

### BACKGROUND

Hanna Yamagishi is a 35-year-old kindergarten teacher who has lived with atopic dermatitis (eczema) since she was a child. She feels frustrated and embarrassed by the regular, flare-ups and how her condition makes her look and feel. She is searching for a more effective treatment in hopes of being free of her condition and allowed to live a normal life.

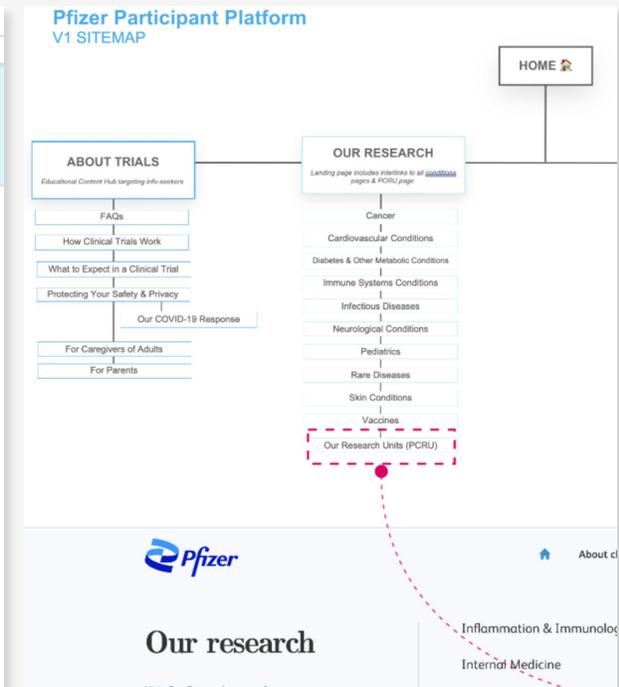
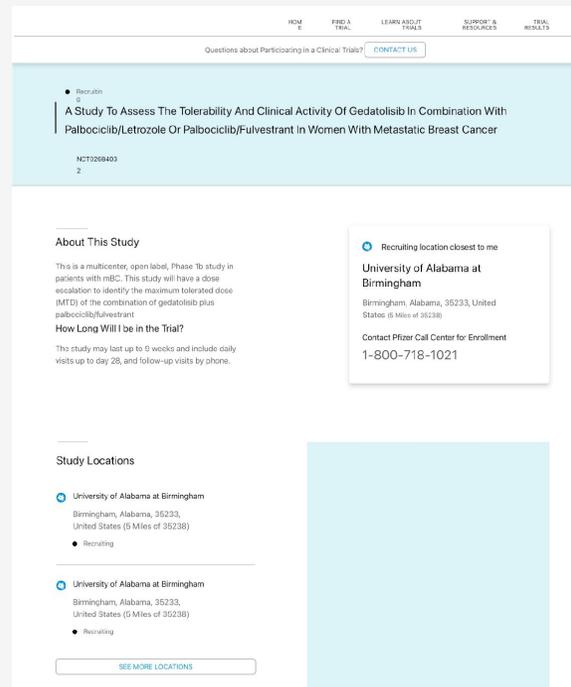
### CORE MOTIVATIONS

- Relief from her symptoms and the physical (itchiness and skin patches) and emotional (embarrassment) burdens that go with them
- Reduced inconvenience of managing her condition with regular application of topical medications that are moderately effective at best

*“When my eczema flares up, in addition to the uncomfortable itchiness, I feel self-conscious – especially with my young students who may notice my condition and ask me about it. It makes getting dressed in the morning a stressful experience, and then I feel uncomfortable all day long.”*

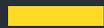
### HIGH-LEVEL NEEDS (NOT COMPREHENSIVE)

- **PRE-TRIAL**
  - I want to know if the risk of a trial is worth the relief I could get if the treatment is effective
  - I want to know if this treatment will be more effective or convenient than others I’ve tried
  - I want to know if a trial will interfere with my work schedule and daily routine
- **DURING TRIAL**
  - I want to know what arm of the trial I’m on, and if the treatment is working (or if I can switch to the study drug if I’m on placebo)
  - I want logistical help with balancing the demands of participating in a trial with my daily work schedule
  - I want to feel appreciated for my contributions; especially since this condition is not life-threatening and I certainly did not have to participate in a trial
- **POST-TRIAL**
  - I how the study turned out and if this product will get FDA approval
  - I want to know if I can continue treatment with the investigational product if it was helping me
  - I want to feel appreciated for my contributions and to stay connected with the trial



# Additional Work

Additional enterprise, consumer, and platform work



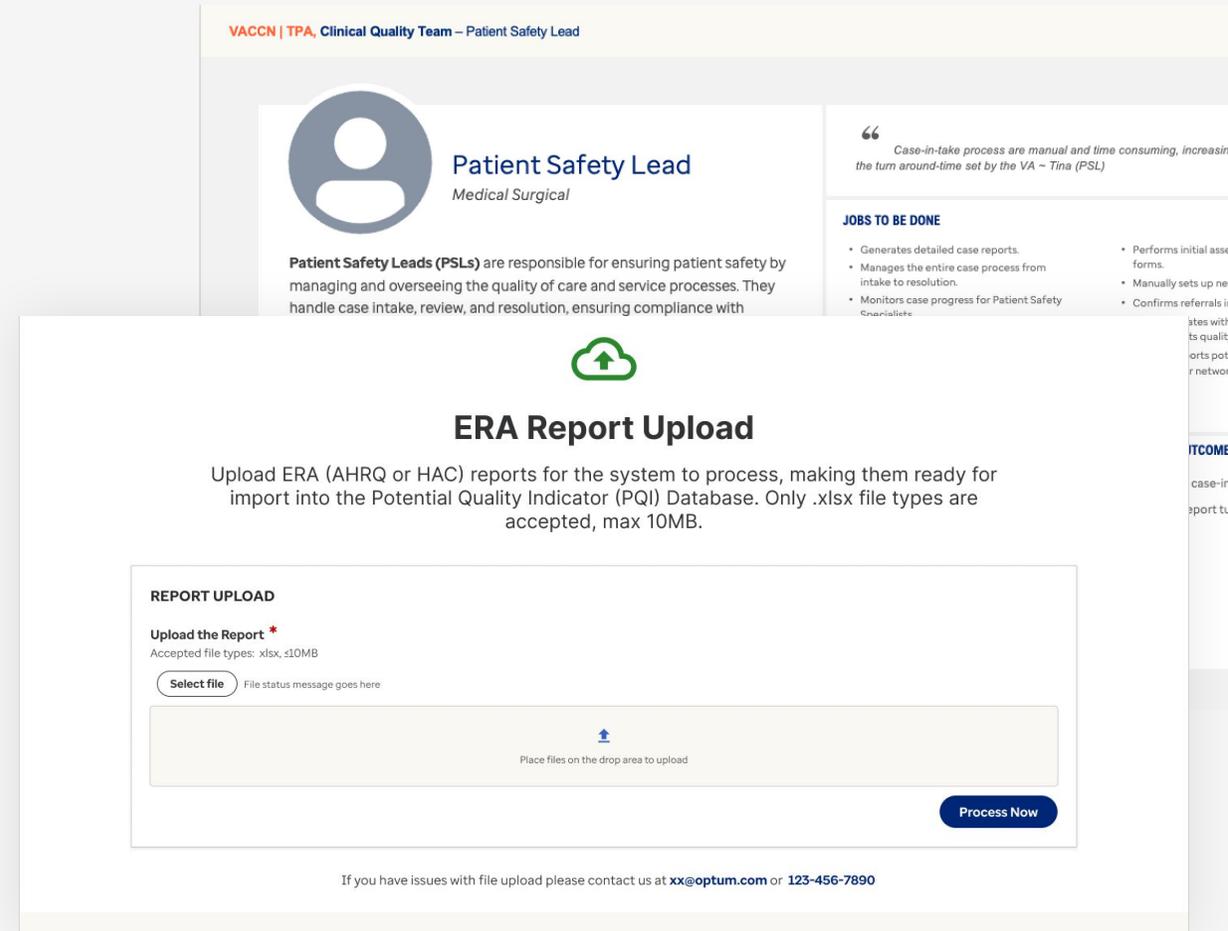
OPTUM

# Redesign Medical Record Submission

The Electronic Document Submission tool streamlines how Clinical Quality and Data Control teams manage medical records by replacing inefficient manual processes with a secure digital workflow.

HIGHLIGHTS

- Replaced fax and mail with secure digital uploads
- Enabled **13%+** electronic adoption post-launch
- Supported uploads up to **25k pages**
- Reduced completion time by **3 days**, unlocking performance incentives



## 13% adoption

Rates of documents submitted electronically since tool launch.

## 25k pages

Largest document received, demonstrating the tool's capacity for high-volume submissions.

## 3-day

Average reduction in completion time for performance objectives, boosting operational efficiency.

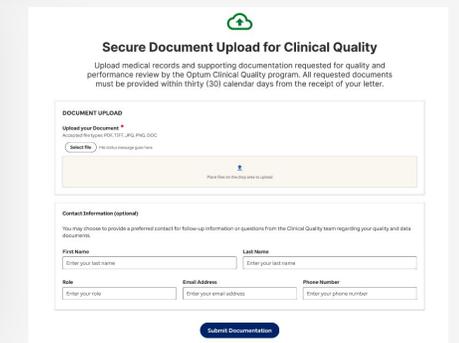
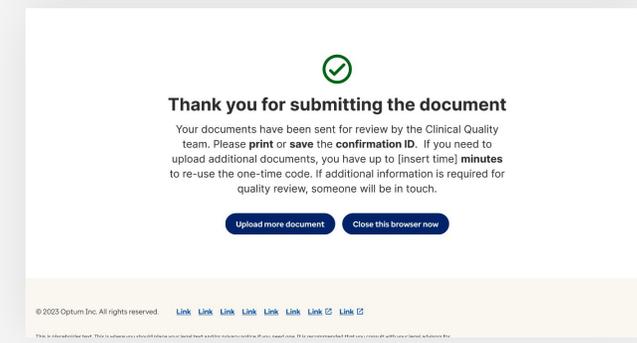
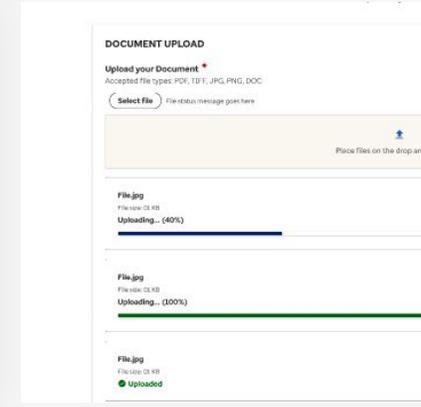
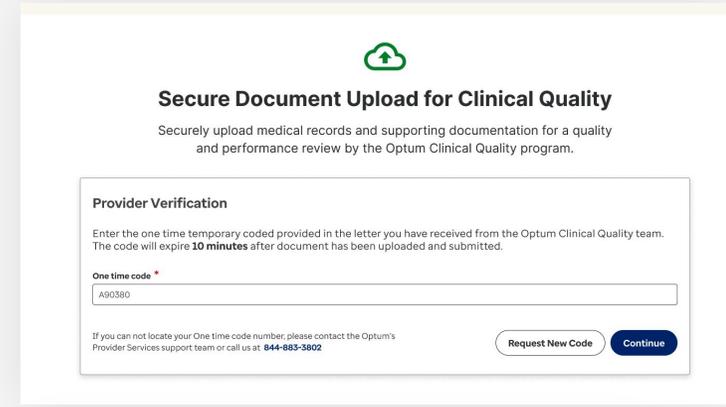
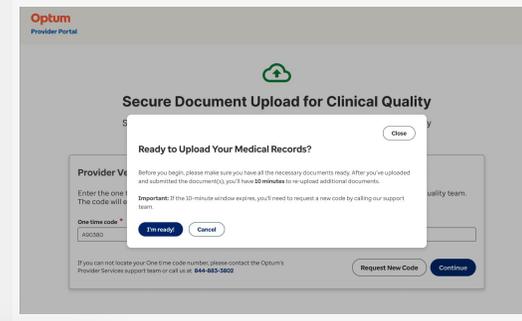
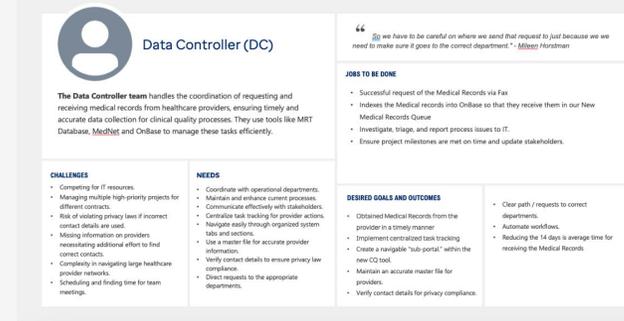
OPTUM

# Redesign Medical Record Submission

Role: Lead UX Architect • [Figma Prototype](#)

## CONTRIBUTIONS

- Assessed current state with stakeholders and users
- Designed secure, scalable submission workflows
- Improved turnaround time toward 30-day completion goals
- Collaborated across product and engineering teams



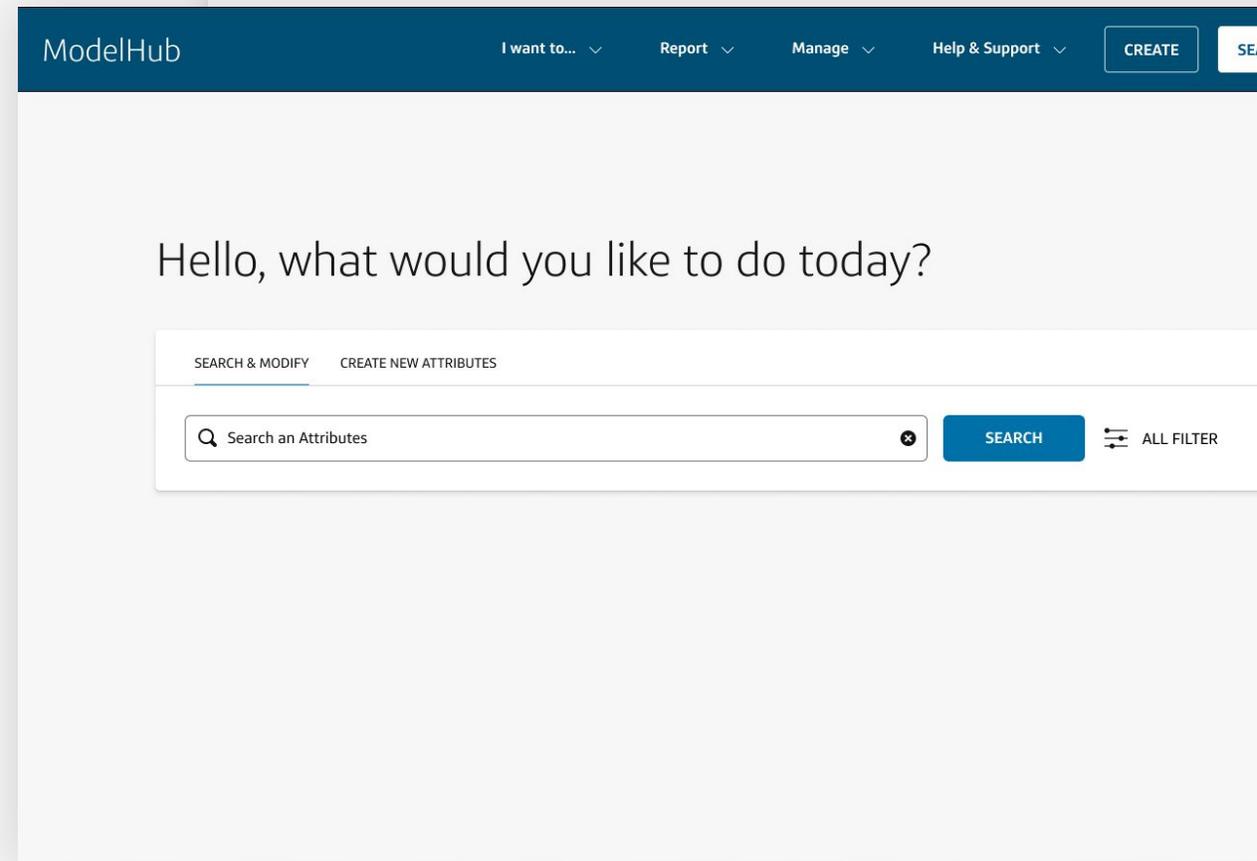
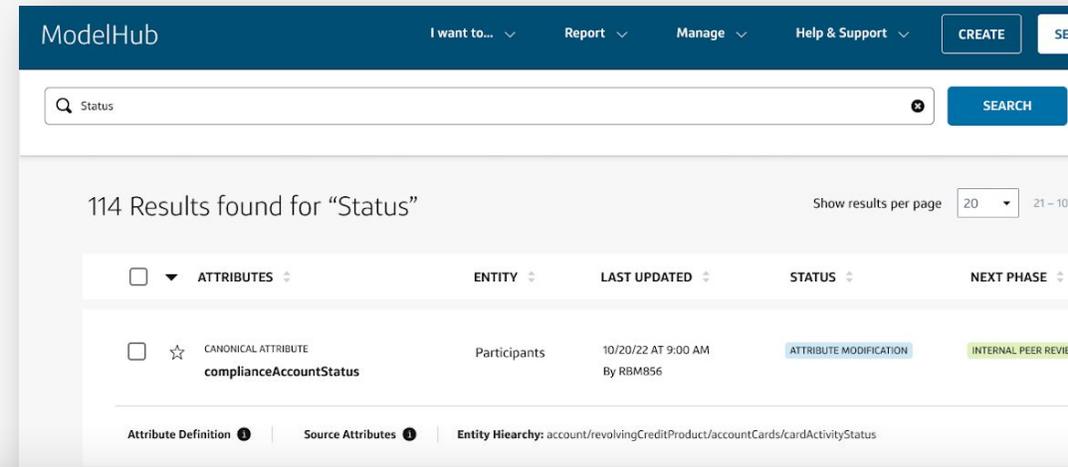
## CAPITAL ONE

# Optimizing Data Modeling Experience

Redesign of an internal data modeling platform used by analysts and modelers to manage attributes and reduce reliance on third-party tools.

## HIGHLIGHTS

- Conducted usability interviews with analysts, modelers, and SMEs
- Simplified attribute search, creation, and editing workflows
- Improved efficiency for core users by reducing cognitive load
- Delivered validated designs through iterative testing





## EHARMONY

## Reimagining First Connections: Chat Feature for eHarmony

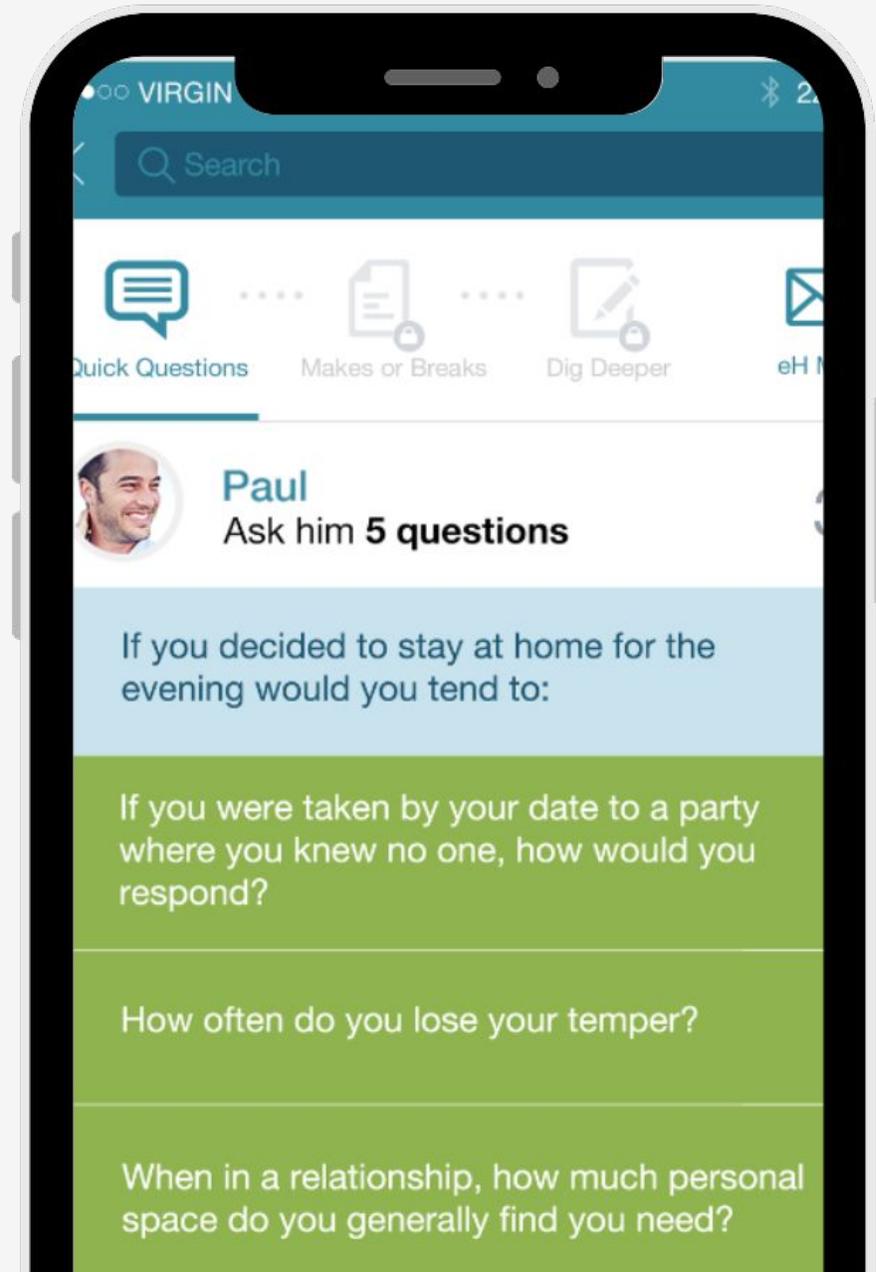
Consumer matchmaking platform focused on improving early user engagement and conversation quality.

## HIGHLIGHTS

- Designed a guided chat experience to help users quickly assess compatibility
- Introduced structured prompts to reduce friction in first conversations
- Balanced emotional UX with measurable engagement goals
- Validated concepts through experimentation and iteration

## IMPACT

- Increased early user engagement
- Reduced ghosting by clarifying intent sooner
- Improved user confidence during first interactions



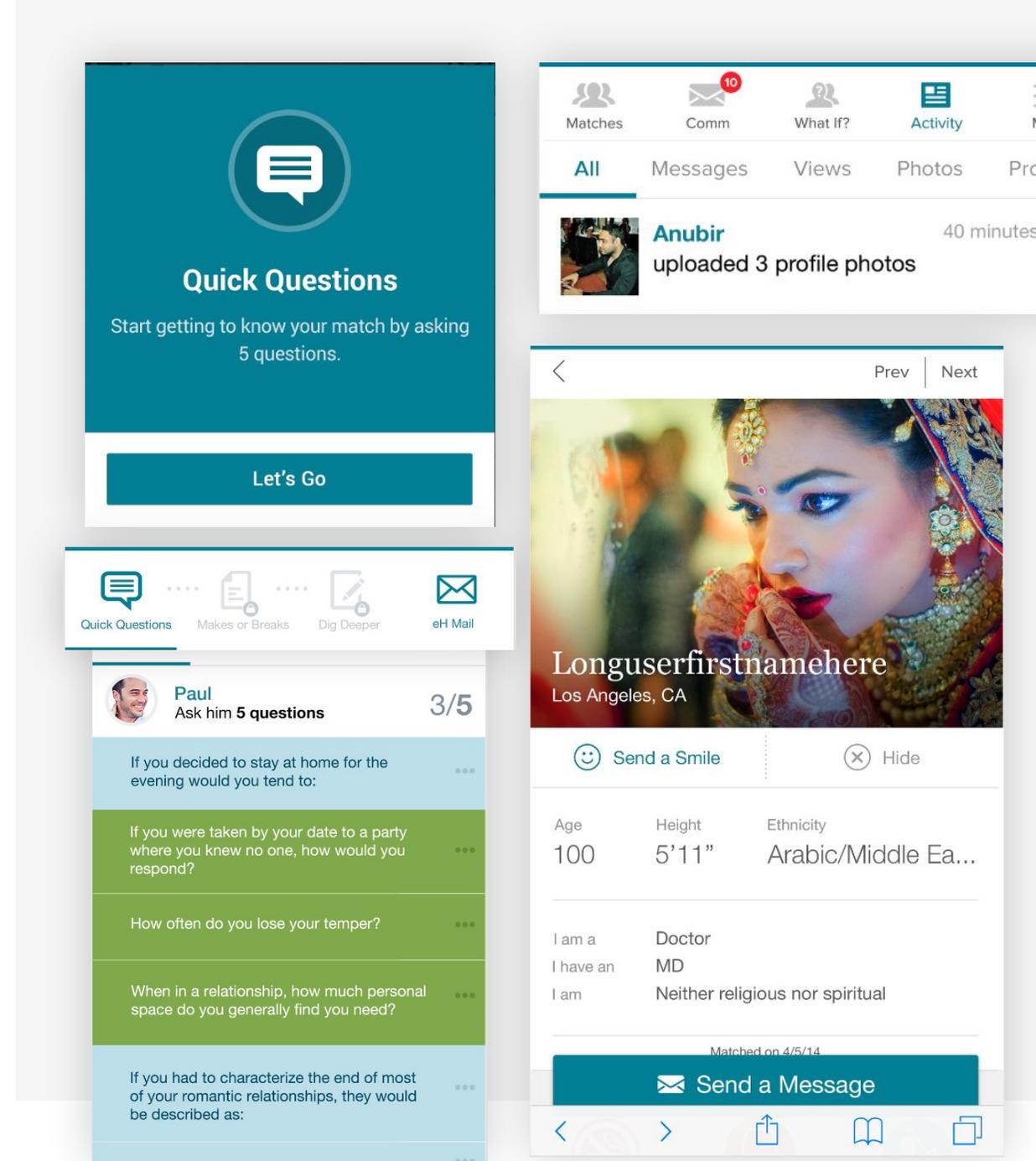
EHARMONY

# Reimagining First Connections: Chat Feature for eHarmony

Role: Product Designer

CONTRIBUTIONS

- Designed conversation frameworks to surface values and intent early
- Partnered with product and engineering to align UX with behavioral metrics
- Iterated on interaction patterns through testing and experimentation
- Delivered production-ready designs supporting A/B testing



GET CRAFT

# Simplifying Creative Collaboration: Chat Feature for GetCraft

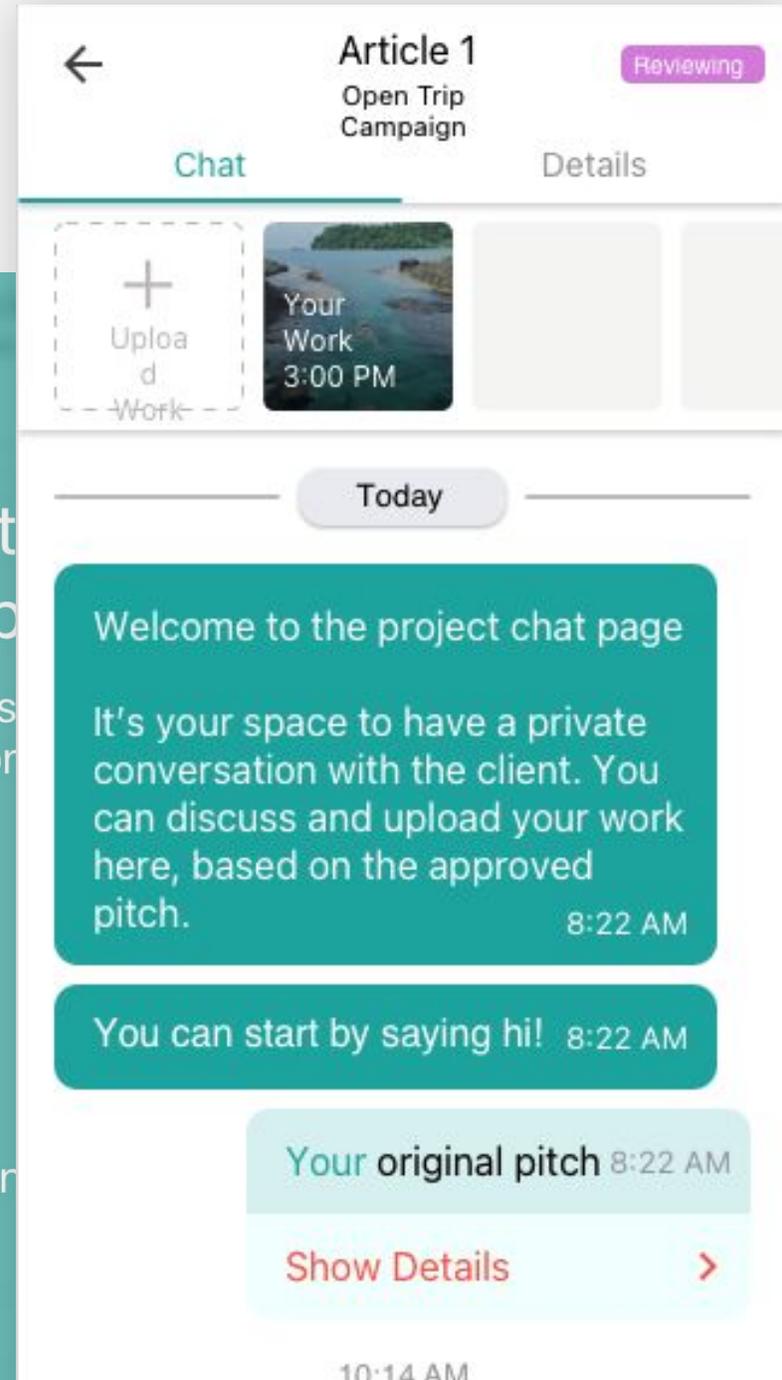
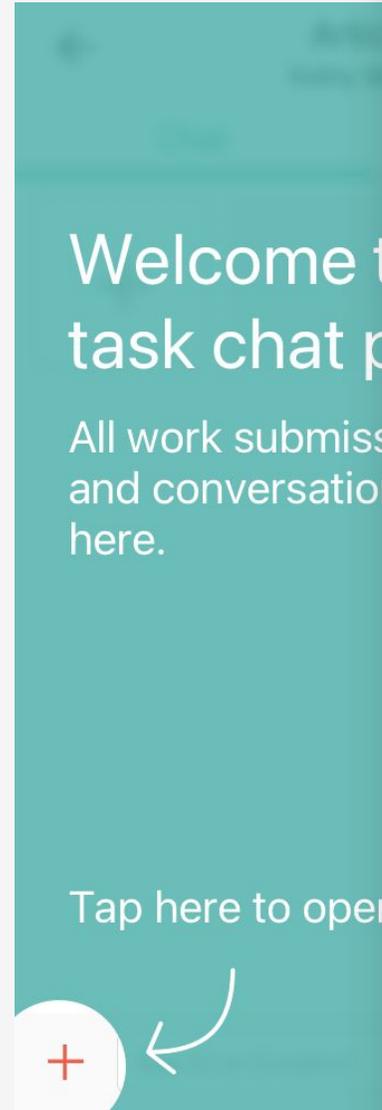
Marketplace connecting brands and creators, previously dependent on manual internal coordination.

HIGHLIGHTS

- Designed end-to-end messaging and feedback workflows
- Mapped client-creator interaction scenarios to reduce ambiguity
- Conducted usability testing to validate collaboration patterns
- Partnered closely with product to support marketplace scalability

IMPACT

- Reduced reliance on manual project management by **40%**
- Enabled scalable collaboration between clients and creators
- Improved clarity and speed in creative workflows



GET CRAFT

# Simplifying Creative Collaboration: Chat Feature for GetCraft

Role: Product & Design Lead

CONTRIBUTIONS

- Designed collaboration workflows for messaging, feedback, and content approval
- Defined interaction patterns supporting both client and creator workflows
- Partnered cross-functionally to align UX with marketplace operational needs
- Delivered scalable, production-ready designs reducing manual coordination

CLIENT

CREATOR

The image displays a chat interface for a client and a creator, along with a flowchart of the collaboration process.

**Client View:**

- Message: "You set publish date 8:22 AM to July 12th 2018"
- Message: "10:14 AM Kathy submitted work"
- Image: A person swimming in a pool.
- Text: "Much needed break, thanks #opentrip"
- Buttons: "Ask for revision" (red), "Approve" (green)
- Message: "You requested revision 2:38 PM"
- Image: A person swimming in a pool.
- Text: "I like the composition, however, I feel like it's too warm, can you change the"

**Creator View:**

- Message: "You set publish date 8:22 AM to July 12th 2018"
- Message: "10:14 AM Kathy submitted work" with a "View" button
- Message: "You requested revision 2:38 PM" with a "View" button
- Message: "Kathy request change publish date 4:26 PM" with a "View" button
- Message: "You change publish date to July 15th 2018 6:44 AM"

**Flowchart:**

- Project Management
- Open project channel/group
- IF CREATORS: Directly open personal chat (no group)
- Open personal chat
- Set deadline for submit content inside chat
- Get notify/reminder of any updates here (ex: deadline to submit content).
- Ask "Proof of Work" to mark creators' job has been done.
- CLIENTS and CREATORS can ...
  1. See all media/content uploaded.
  2. See starred/pinned/tagged important chat.
  3. Mark chat as a revision history.
  4. See approved content & revision history.
  5. Recall the media/content to chat room.
  6. See reporting.
- IDEAS: NLP/artificial intelligence to detect approval/timeline

**Mobile App Preview:**

- Article 1: Kathy McBurns (Finalizing)
- Chat / Details
- Pitch
- Task Timeline
- Project Kickoff 8:22 AM
- You set publish date to July 12th 2018 8:22 AM
- Kathy submitted work 10:14 AM (View)
- You requested revision 2:38 PM (View)
- Kathy request change publish date 4:26 PM (View)
- You change publish date to July 15th 2018 6:44 AM

NINJA VAN

# Optimizing Delivery Driver Experience

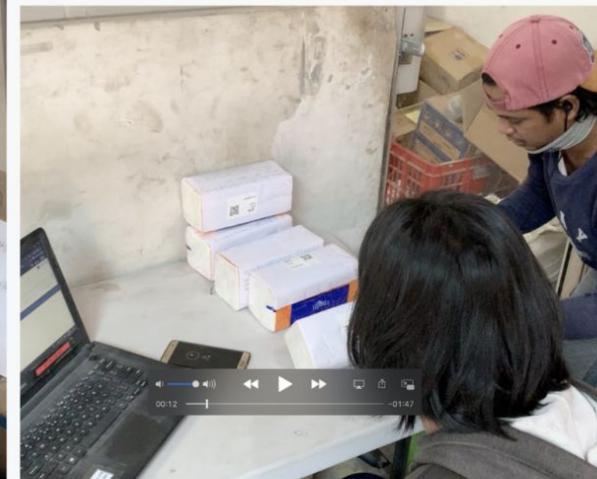
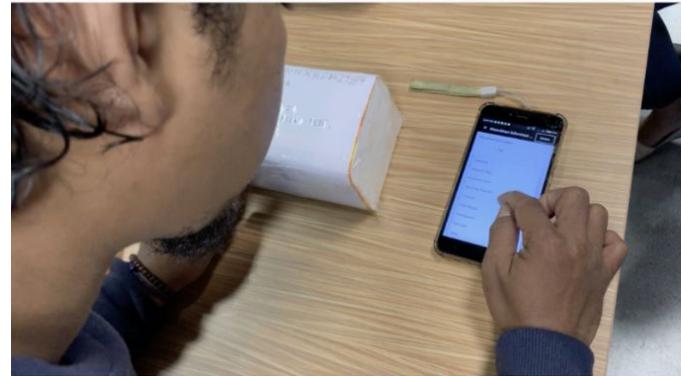
Logistics platform supporting last-mile delivery drivers operating in fast-paced, real-world conditions.

## HIGHLIGHTS

- Conducted contextual inquiry and field research with drivers
- Identified breakdowns in pickup, drop-off, and exception flows
- Designed mobile interactions optimized for speed and clarity  
Balanced usability with technical and operational constraints

## IMPACT

- Improved efficiency in high-pressure delivery scenarios
- Reduced friction in core driver workflows
- Increased task completion confidence in the field



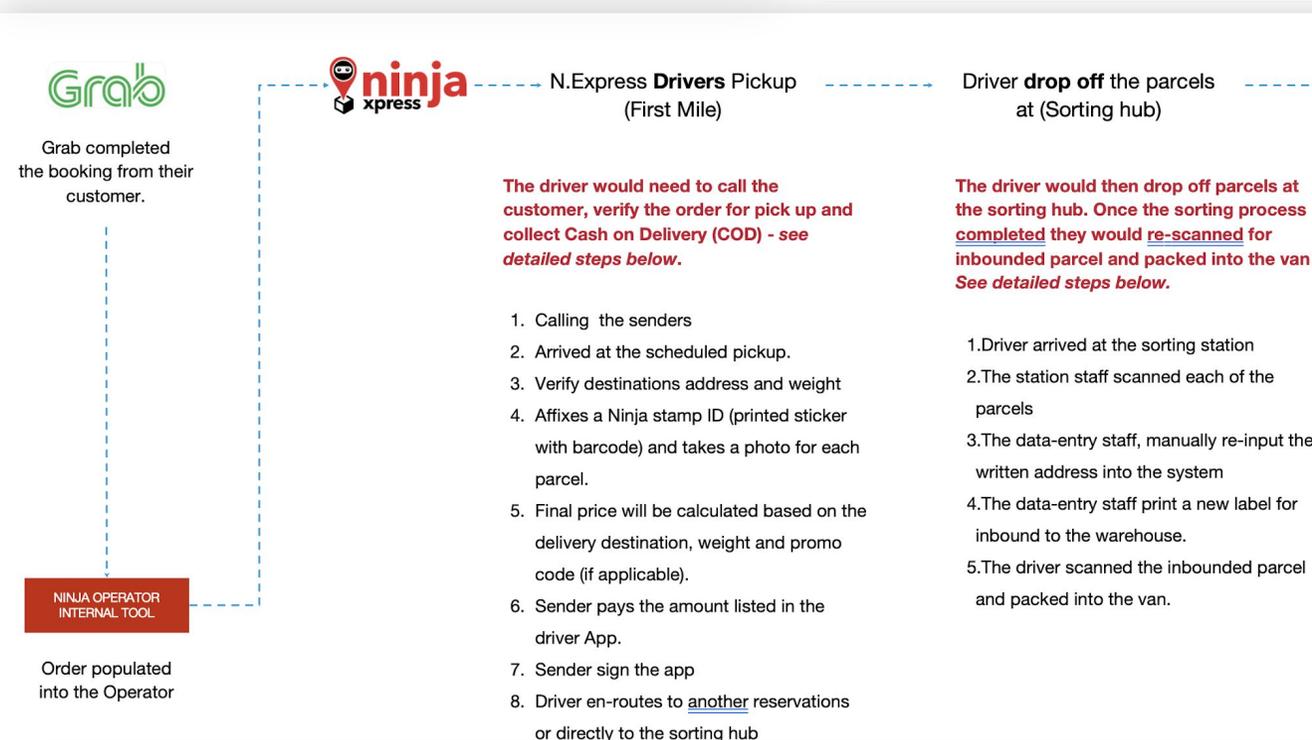
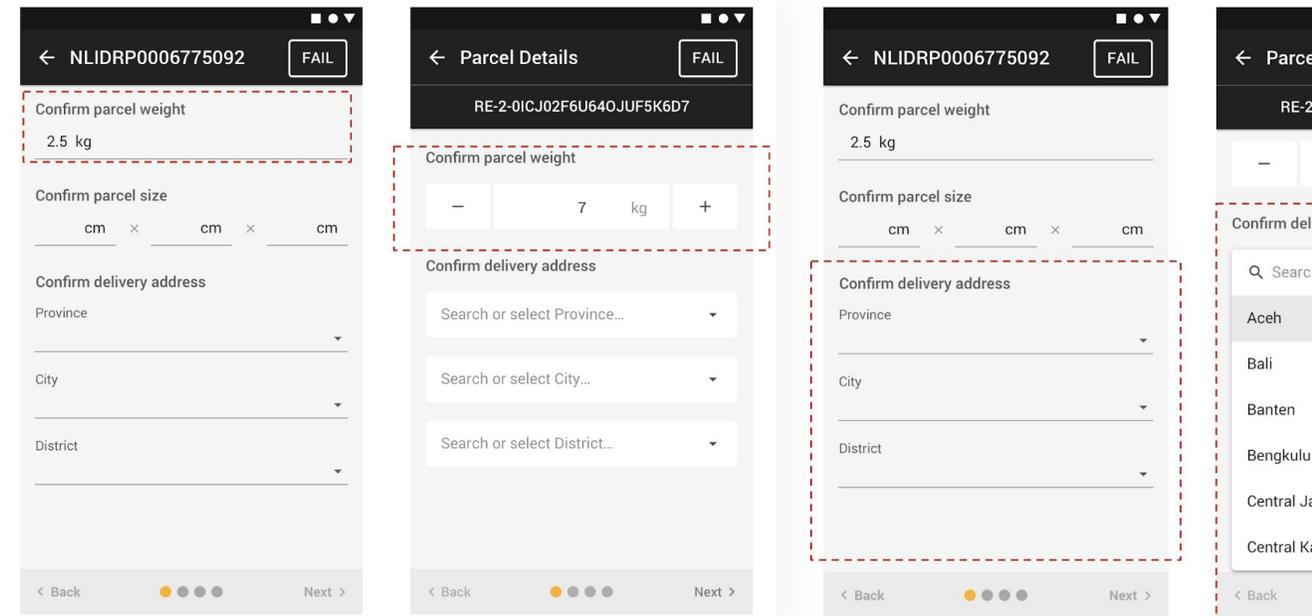
## NINJA VAN

## Optimizing Delivery Driver Experience

Role: Product Design Lead

## CONTRIBUTIONS

- Conducted contextual inquiry and field research with delivery drivers
- Identified friction points across pickup, drop-off, and exception flows
- Designed mobile-first interactions optimized for speed and clarity
- Balanced usability improvements with operational and technical constraints



## UNITED RENTALS

# Boosting User Engagement Through Login & Registration

Multiple platforms with high abandonment rates during authentication.

## HIGHLIGHTS

- Audited login and registration funnels to identify drop-off points
- Simplified form structures, validation, and error handling
- Improved accessibility and mobile usability
- Created reusable authentication patterns for consistency

## IMPACT

- Reduced friction at critical entry points
- Improved completion rates across web and mobile
- Established reusable patterns for future products

## Let's pinpoint your jobsite

Please provide the jobsite location to help us determine accurate rates and inventory in that area.

[Set Location](#)

## Glad you're back!

Sign in to get back to:

- ✓ Renting and managing equipment
- ✓ Accessing your jobsites
- ✓ Viewing accurate rates

Federal, State, or Local government customers must sign in to avoid paying tax and extra fees.

[Sign In](#)

Prefer not to sign in? [Set your jobsite location.](#)

UNITED RENTALS

# Boosting User Engagement Through Login & Registration

Role: Product Designer

## CONTRIBUTIONS

- Audited authentication funnels to identify drop-off and usability issues  
Simplified form structure, validation, and error handling
- Improved accessibility and mobile usability across flows
- Established reusable authentication patterns for consistency

### Let's pinpoint your jobsite

Please provide the jobsite location to determine accurate rates and inventory

 city, zip/postal code

**Set Location**

Already have an account? [Sign In](#)



### Glad you're back!

Sign in to get back to:

- ✓ Renting and managing equipment
- ✓ Accessing your jobsites
- ✓ Viewing accurate rates

Federal, State, or Local government customers must sign in to avoid paying tax and extra fees.

**Sign In**

Prefer not to Sign In? [Set your jobsite location.](#)



# Thanks for reviewing my work!

*Looking forward to the conversation.*

[stevesutanto@gmail.com](mailto:stevesutanto@gmail.com) • [linkedin.com/in/stevesutanto](https://www.linkedin.com/in/stevesutanto) • 816-882-6930 • [stevesutanto.co](https://stevesutanto.co) - [accessmywork](#)