



Steve Sutanto

STAFF PRODUCT DESIGNER AND STRATEGIST

Steve has over 12 years of experience in user-centered product design and strategy, with a knack for turning ambiguity into action. He is comfortable working in agile environments and collaborating with cross-functional teams across product and tech.

Steve has experience tackling complex challenges for both Enterprise and Consumer design, particularly in highly regulated industries like life sciences, healthcare, and financial services.

Whether it's early-stage projects or refining features, he's always focused on delivering impact. His leadership experience includes mentoring, managing teams, and successfully leading projects from start to finish.

Enhanced Efficiency by Revamping the Clinical Quality Tool Experience.

The new Clinical Quality tool is transforming the way the Clinical Quality team’s work by eliminating manual, time-consuming processes and introducing a streamlined digital solution powered by automation and a modern web experience.

- **Addressing the Old Challenges:**

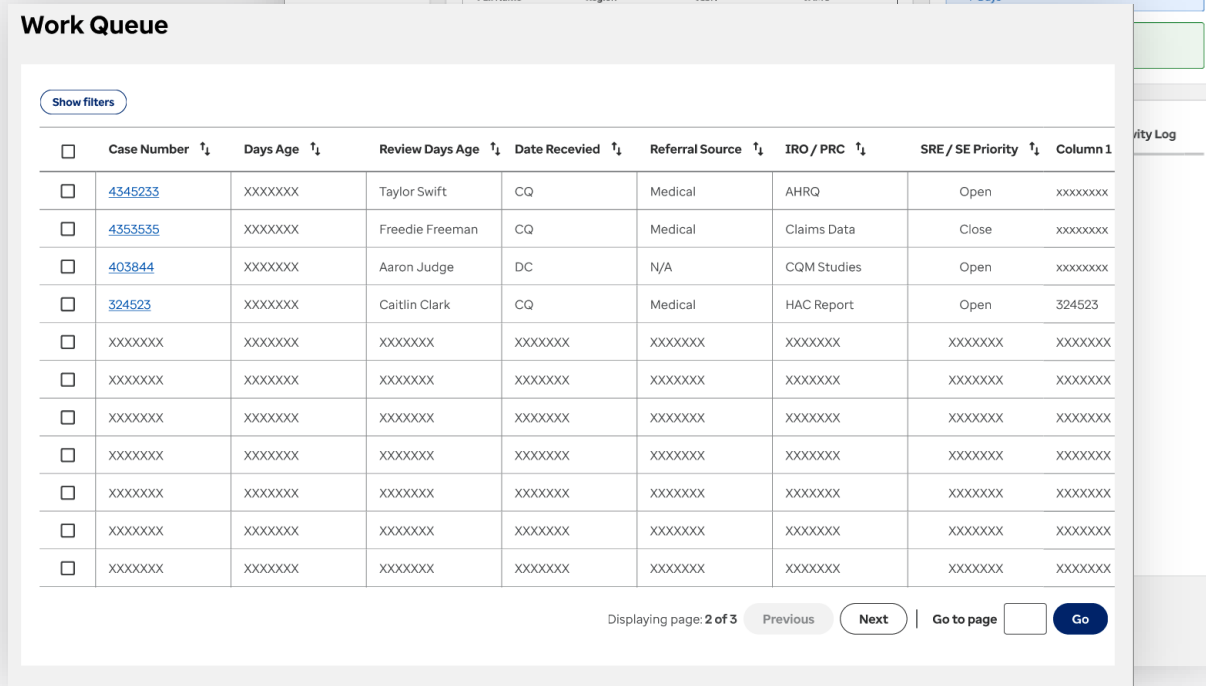
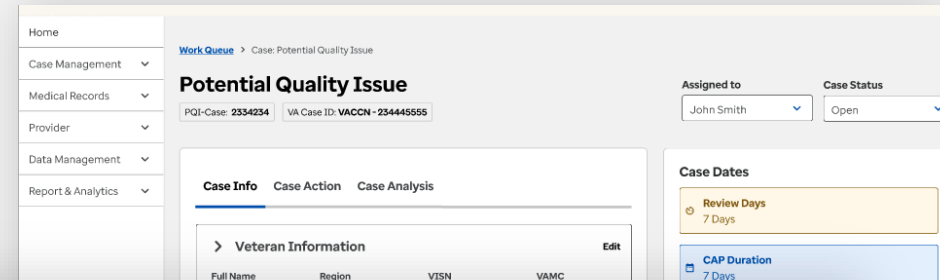
The previous process was manual, time-consuming, and relied on an outdated tool to manage case intake (AHRQ/HAC) and review potential quality issues (PQIs).

- **The New Solution:**

The redesigned tool streamlines the entire workflow—from intake to resolution—across **16+** clinical quality team **distinct** roles. It uses automation and a modern interface to improve turnaround time, reporting, and overall efficiency.

- **Outcomes:**

Reduced case intake time by over 85% and fully modernized the tool’s UX and UI.



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outdated tool that host hundreds of case of per day.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.

TOP HEALTHCARE TECHNOLOGY

Project details

STEVE'S ROLE

✓ Lead UX Architect

Grounded in systems thinking and deeply involved in product discovery, Steve regularly engage with business stakeholders and apply Lean UX principles to continuously test and refine designs with end users.

The Approach

- Operated under the Large-Scale-Scrum (LeSS) model.
- Assessed current state and engaged stakeholders and users to identify processes, challenges, and opportunities.
- Reframed user and system processes using service blueprints to guide design strategy.
- Designed screens with the existing design system and contributed new standardized components.
- Collaborated cross-functionally with product and tech teams to enhance discovery and delivery processes.
- Applied lean UX method and conducted frequent user-testing in a 2-week cycle.

The screenshot displays a complex healthcare software interface. At the top, a 'PQI CASE SERVICE BLUEPRINT EXERCISE' diagram shows a flowchart of processes. Below this, a 'Potential Quality Issue' case management screen is visible, featuring a sidebar with navigation options like 'Home', 'Case Management', and 'Medical Records'. The main content area shows details for a case with ID '2334234', including 'Veteran Information' (Full Name: Robert R Plant, Region: 3, VISN: xxxxxxxx, VAMC: xxxxxxxx) and 'Event Information' (Case Type: Medical, Referral Source: 3, Source Name: xxxxxxxx, Source Email: xxxxxxxx). It also lists AHRQ Potential Quality (AHRQ) indicators such as 'PS 02: Death in Low-Mortality Diagnosis Related Groups (DRGs)', 'PS 03: Pressure Ulcer', and 'PS 04: Death among Surgical Inpatients with Serious Treatable Conditions'. Hospital Acquired Condition (HAC) indicators include 'HAC 01: Foreign Object Retained After Surgery', 'HAC 05: Falls and Trauma', and 'HAC 10: Deep Vein Thrombosis (DVT) / Pulmonary Embolism (PE) with Total Knee or Hip Replacement'. A 'Case Tracker' sidebar on the right shows a timeline of events with dates like '01/05/21' and '01/07/21'. At the bottom, a 'Work Queue' table lists multiple cases with columns for Case Number, Days Age, Review Days Age, Date Received, Referral Source, IRO/PRC, SRE/SE Priority, and Column 1.

Case Number	Days Age	Review Days Age	Date Received	Referral Source	IRO / PRC	SRE / SE Priority	Column 1
4345233	xxxxxxx	Taylor Swift	CD	Medical	AHRQ	Open	xxxxxxx
4353535	xxxxxxx	Fredie Freeman	CD	Medical	Claims Data	Close	xxxxxxx
403844	xxxxxxx	Aaron Judge	DC	N/A	CQM Studies	Open	xxxxxxx
324523	xxxxxxx	Carlin Clark	CD	Medical	HAC Report	Open	324523
xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
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xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx

Improving Turnaround Time: Streamlining Medical Record Submission

The new Electronic Document Submission tool is revolutionizing how Clinical Quality and Data Control teams manage medical records by addressing inefficiencies in the current process and offering a streamlined, digital solution.

- **Addressing Old Challenges:** Before January 27, 2025, teams used slow methods like fax and mail to process medical records, causing delays and mistakes
- **The New Solution:** The new Clinical Quality portal lets providers upload records securely and quickly, replacing outdated methods and ensuring better results.
- **Impact:** This improves efficiency and helps meet performance goals, unlocking \$13 million in incentives.



Patient Safety Lead
Medical Surgical

Patient Safety Leads (PSLs) are responsible for ensuring patient safety by managing and overseeing the quality of care and service processes. They handle case intake, review, and resolution, ensuring compliance with

“ Case-in-take process are manual and time consuming, increasing the turn around-time set by the VA – Tina (PSL) ”

JOBS TO BE DONE

- Generates detailed case reports.
- Manages the entire case process from intake to resolution.
- Monitors case progress for Patient Safety Specialists
- Performs initial assessments.
- Manually sets up new referrals.
- Confirms referrals in system.



ERA Report Upload

Upload ERA (AHRQ or HAC) reports for the system to process, making them ready for import into the Potential Quality Indicator (PQI) Database. Only .xlsx file types are accepted, max 10MB.

REPORT UPLOAD

Upload the Report *

Accepted file types: .xlsx, ≤10MB

Select file File status message goes here

Place files on the drop area to upload

Process Now

If you have issues with file upload please contact us at xx@optum.com or 123-456-7890

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.

PROJECT DETAILS

Improving Turnaround Time: Streamlining Medical Record Submission

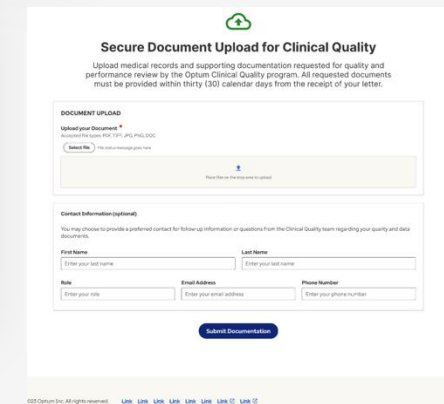
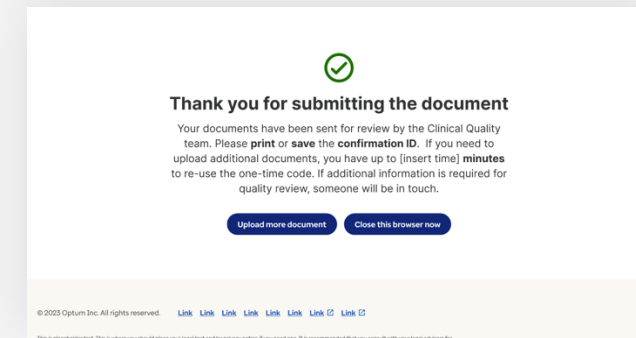
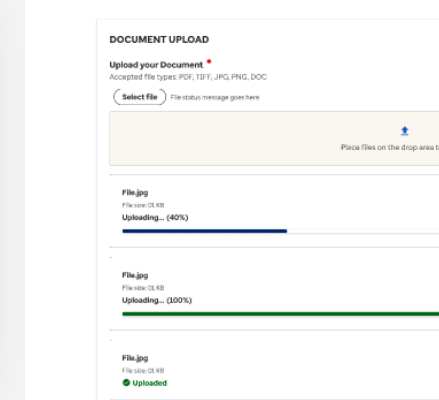
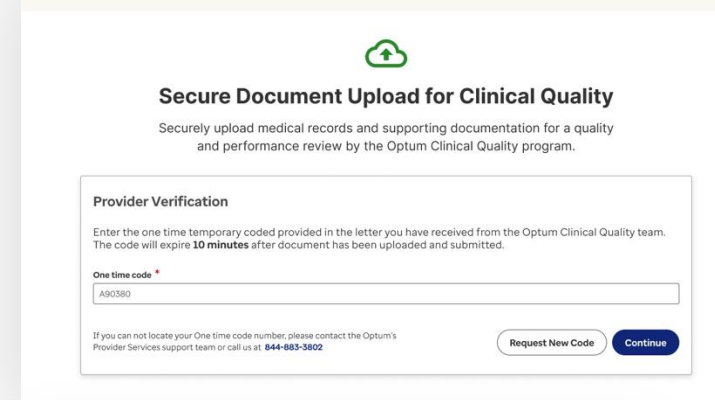
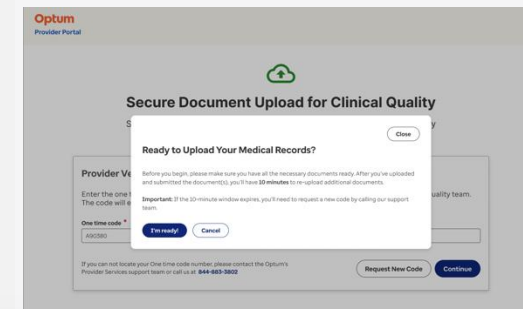
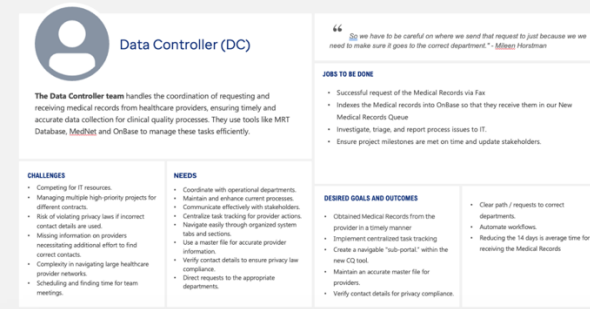
STEVE'S ROLE

✓ Lead UX Designer

Conducted research and design to identify the challenges and opportunities in receiving medical records from healthcare providers. The goal was to meet a 30-day turnaround time of 'case completion', as the average time it currently takes to get the records is 14 days.

The Approach

- Assessed current state and engaged stakeholders and users to identify processes, challenges, and opportunities.
- Reframed user and system processes using service blueprints to guide design strategy.
- Designed screens with the existing design system and contributed new standardized components.
- Collaborated cross-functionally with product and tech teams to enhance discovery and delivery processes.



PFIZER

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

Pfizer Global Product Development aimed to create a single digital platform for clinical trial participants, merging multiple online resources to make it easy for info seekers to find relevant trials and sign-up.

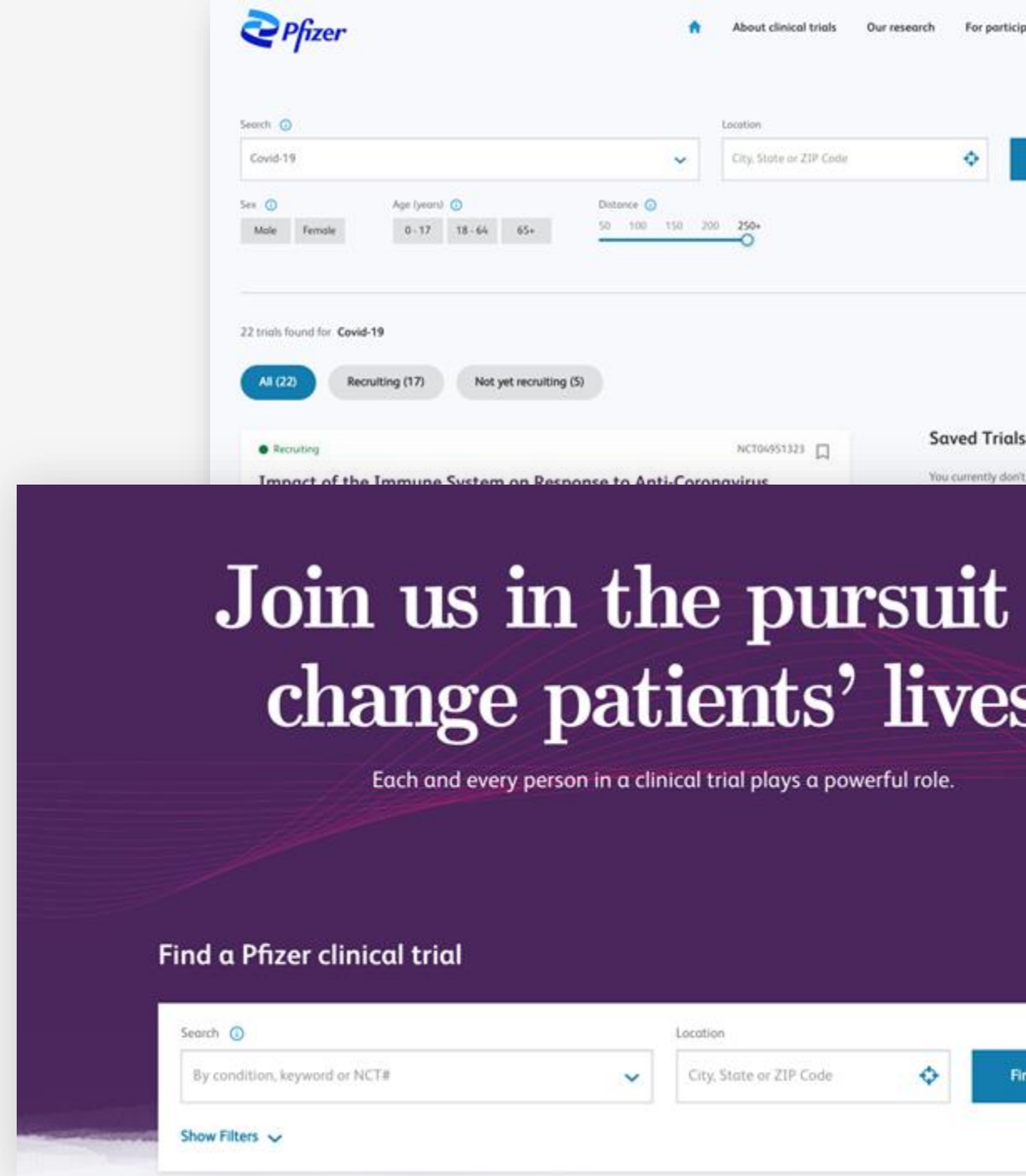
The Details

- The v1.0 digital clinical trial platform streamlines trial discovery with a modern search, filter, and sign-up approach, strategically integrated across multiple pages.
- Revamped the educational content, blending videos, images, illustrations, and interactive elements for easy comprehension.
- Enhanced the user experience with a distinct visual story and branding, setting it apart from competitors.

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

23%
Avg Page View

60%
Click-Thru-Rates



PROJECT DETAILS

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

STEVE'S ROLE

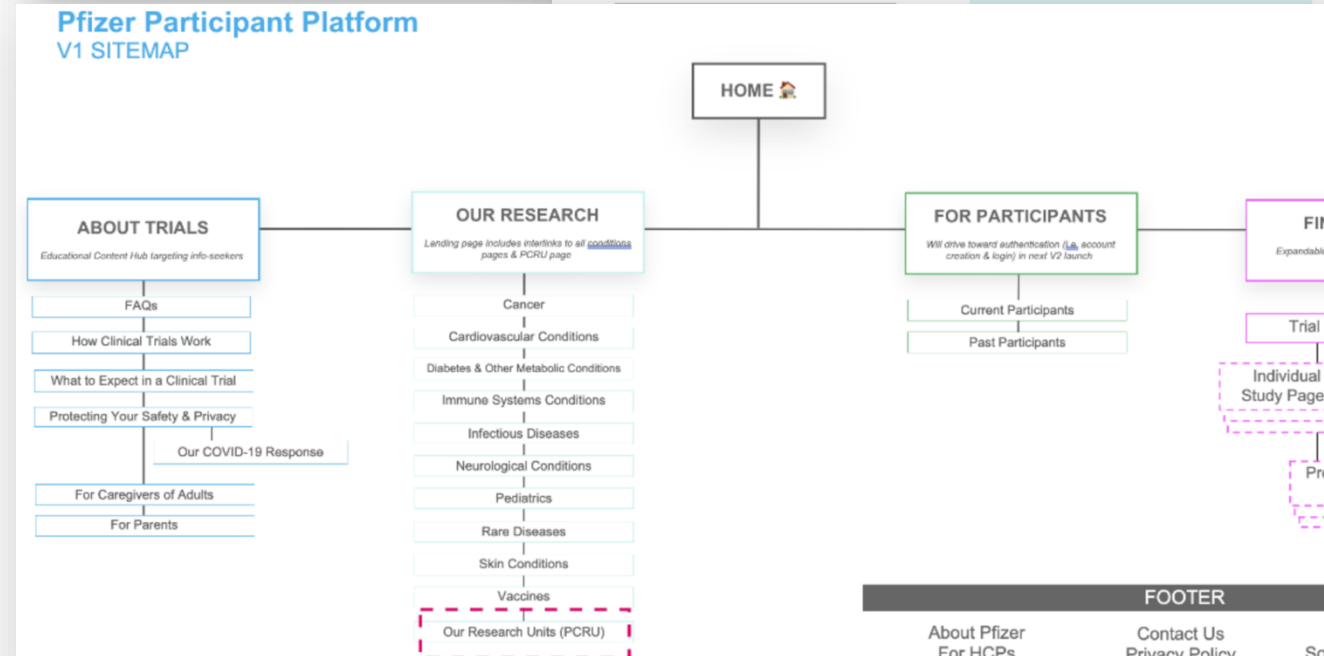
- ✓ UX Architect
- ✓ UX Strategy

Collaborated with Pfizer SMEs and Marketing Stakeholders to develop a clinical trial recruitment platform for info seekers, building upon an extensive existing research as a baseline to build a feature roadmap.

The Approach

- Analyzed prior research and service blueprints for alignment with business context, product requirements, and user needs.
- Developed proto-personas and journey maps to guide the MVP roadmap.
- Worked closely with the Content Strategist in conjunction to the wireframes to inform the content story and Information Architecture.
- Designed user flows and interactive prototypes to support the usability interviews with 20 participants.
- Collaborated closely with the Creative Director, copywriter and UI designer to deliver a compelling brand story, voice, tone, and modern layout for cross all of the pages.

The screenshot shows a clinical trial recruitment page. At the top, there are navigation links: HOME, FIND A TRIAL, LEARN ABOUT TRIALS, SUPPORT & RESOURCES, and TRIAL RESULTS. Below this is a search bar with the text "Questions about Participating in a Clinical Trial?" and a "CONTACT US" button. The main content area features a study titled "A Study To Assess The Tolerability And Clinical Activity Of Gedatolisib In Combination With Palbociclib/Letrozole Or Palbociclib/Fulvestrant In Women With Metastatic Breast Cancer" with ID NCT02684032. A "Recruiting" status is shown. A section titled "About This Study" provides details about the multicenter, open label, Phase 1b study. Below that, "How Long Will I be in the Trial?" and "Study Locations" are listed, including the University of Alabama at Birmingham. A "Chronic Participant" section features a photo of Hanna Yamagishi, 35 years old, with a quote: "When my eczema is uncomfortable it is especially with my condition and asked in the morning I feel uncomfortable".



Salesforce: Pricing Process Automation

Designed the "Pricing Process Automation" (PPA) tool shift from Vendavo to Salesforce with a focus on improving the Price Renewal, Extension and Cancellation for the Sales teams, Managers, and Admins.

- The optimized price renewal and extension allow the sales team to edit and submit for approval, offer improved notifications and approval steps for managers, and provide a comprehensive overview for admins.
- Refined the design concept using functional flows to delineate specific user tasks such as price renewal, extension, and cancellation, among others, to foster cross-functional team alignment.
- Achieved a balance in the tool's design by blending out-of-the-box Salesforce standards with custom solutions, ensuring user needs were met while maintaining feasibility and adhering to tight release deadlines.
- The sales team, managers, and admins received overwhelmingly positive feedback during the 2-day UAT testing, necessitating only minor adjustments and improvements.

The screenshot displays the Salesforce Pricing Process Automation (PPA) interface. At the top, there's a navigation bar with 'PPP' and 'Price List'. Below it, a specific price list is shown for 'Bluth Company' with details like '1200321 7/1/2022 - 6/30/2023', 'RA% Improvement: xx%', 'Start Date: 8/1/2023', 'End Date: 11/30/2023', 'Rate Type: TBD', and 'Version: 1'. A 'See More Metrics' link is available.

The main dashboard area is titled 'Bluth Company' and shows '100+ Items - Updated a few seconds ago'. It includes filters for 'Sort by' and 'Filter Search'. Below this, there's a section for 'SUPER CATEGORY, CATEGORY OR SUB-CATEGORY'.

The 'Pricing Process Automation (PPA) DASHBOARD' features three key metrics: 'Market Health' (30% Above Market, 15.5% At Market, 62% Below Market), 'Market to Customer TTM' (Above Market: \$xx,xxx, 7; At Market: \$xx,xxx, 7; Below Market: \$xx,xxx, 7; Total: \$xx,xxx, 21), and 'Market to Rate Comparison' (Rate Comparison: xx%, Bench Rate Achievement: xx%, Variance from Region SCR: xx%).

The 'Customer Summary' table lists various customers with their TTM Rental, Next 30 Days, and Next 90 Days values:

Customer Name ↓	Customer Number ↓	TTM RENTAL ↓	NEXT 30 DAYS ↓	NEXT 90 DAYS ↓
WATCHER NETWORK SVCX BILL	457899	\$6,650,000		
CROSSLAND CONSTRUCTION CO INC	457899	\$3,153,000		
JV MANUFACTURING	457899	\$479,457		\$479,457
AMERICAN RAMP COMPANY	473945	\$337,528	\$337,528	
ZIMMERMAN PROPERTIES CONSTRUCTION	457899	\$158,849		158,849
WATCHER NETWORK SVCX BILL	457899	\$6,650,000		
WATCHER NETWORK SVCX BILL	457899	\$6,650,000	\$6,650,000	
JV MANUFACTURING	457899	\$479,457	\$479,457	\$479,457
CROSSLAND CONSTRUCTION CO INC	457899	\$3,153,000		
ZIMMERMAN PROPERTIES CONSTRUCTION	457899	\$158,849		158,849
TOTAL		\$XX,XXX,XXX	\$X,XXX,XXX	\$XX,XXX,XXX

PROJECT DETAILS

Salesforce: Pricing Process Automation

STEVE'S ROLE

- ✓ UX Architect
- ✓ UX Strategy

[Functional flow samples](#)

Collaborated closely with the Salesforce Architect, Product Owner, Developers, and the SMEs maintaining active communication before, during, and after sprints to successfully deliver the required feature sets.

The Approach

- Spent time immersing and auditing internal documentation, videos, and prototypes during the onboarding process.
- Developed User-Task Flow, wireframes, design concepts, and user interaction prototypes to illustrate select user experiences and flows.
- Maintained proactive, ongoing communication by conducting separate weekly meetings with the development team to discuss design feasibility, and with SMEs to ensure specific feature delivery.
- Achieved a balanced design process by blending Salesforce Lightning's out-of-the-box functionality with customized components, effectively reducing scope while fulfilling end-user needs.



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

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

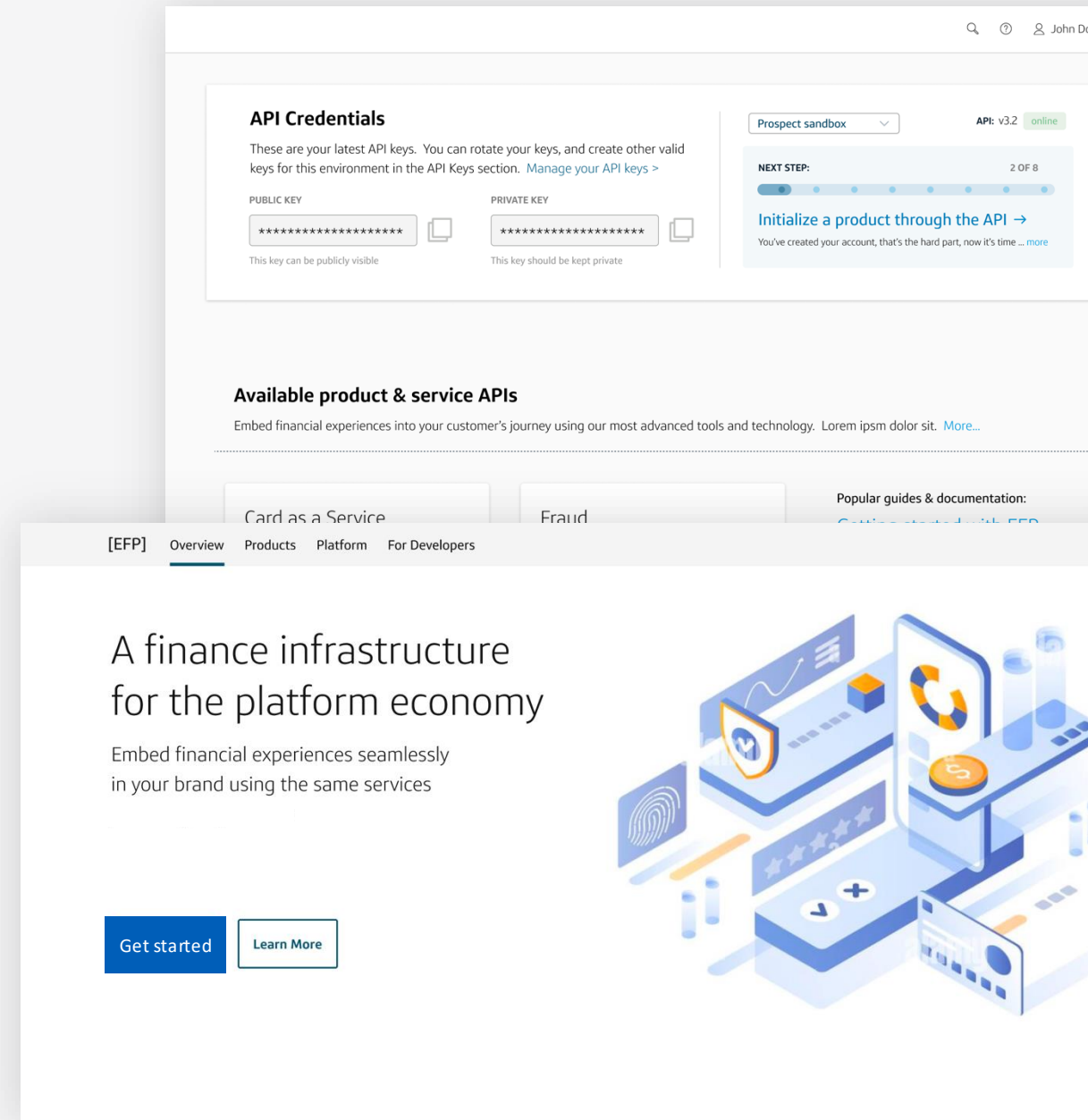
Truck Type ↓	Rates Loaded ↓	0-10 Miles ↓	11-20 Miles ↓	21-30 Miles ↓	31-40 Miles ↓	40+ Miles ↓
Pickup/ Stake body	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Rollback	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Tracktor	N	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00

TOP 10 U.S BANK

Product Discovery: Embedded Finance Platform

As a Design partner for one of the Top 10 U.S Bank, a strategic role was undertaken in Product Discovery for an early-stage Card Commercialization project. This initiative focused on establishing an embedded finance platform for external eCommerce merchants, with the flexibility to be re-configured for internal Line of Business (LOB).

- Delivered an End-to-End API integration Process flow from the Enterprise sandbox to Production, clarifying the scope and timeline for tech partners.
- Provided Archetypes, Journey Maps, and process flows from the Product Integrator to the Customer Success Manager to guide the initial direction of the proof of concept.
- Using design stimuli in the stakeholder-interview process with merchants provided clear visualization, solidifying the initial proof of concept in its early stages.
- Proof of concept without visuals is abstract; using user flows, illustrative design, journey maps, and interactive prototypes during stakeholder interviews provides clarity and fosters meaningful discussions.



PROJECT DETAILS

Product Discovery: Embedded Finance Platform

STEVE'S ROLE

- ✓ UX Strategy
- ✓ UX Architect

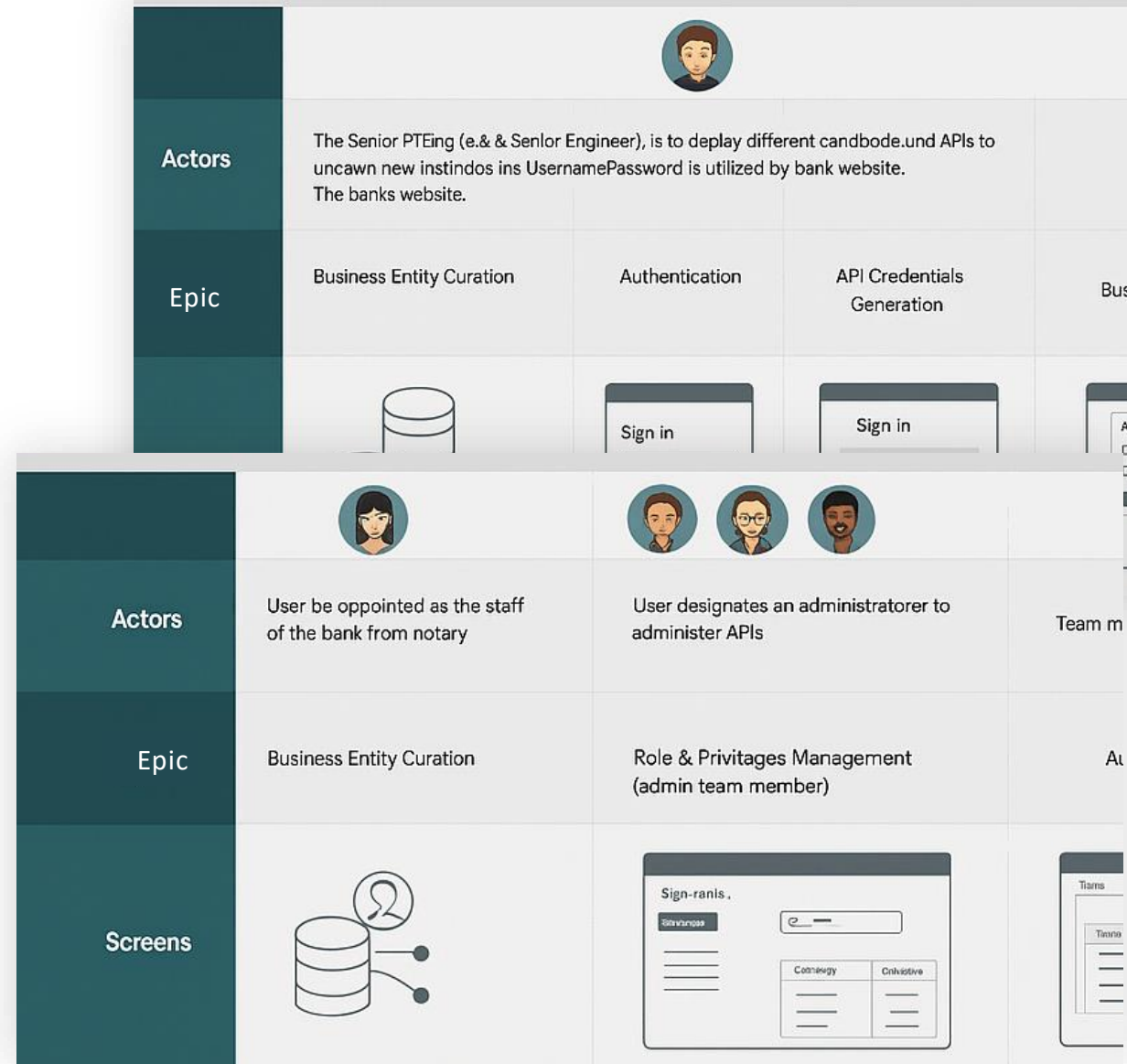
[Product Integration Journey >](#)

[Customer Success Journey >](#)

Partnered with the Bank's new Line of Business product executives, business analysts, and technical product owners to assess and advise on the product-market fit by conducting various assessment and research activities.

The Approach

- Interviewed strategic partners from other parts of the business, such as B2B partnerships, Partnership Success Managers, credit approval, and API integration teams, to understand what was existed, gaps and opportunity to build a platform.
- Developed Archetypes and mapped out their experience using the product to help explain it to the product executives and developers.
- Used various methods like wires, process flows, and visual design concepts to demonstrate the Embedded Finance Proof Concept and how it can be leveraged externally and internally.



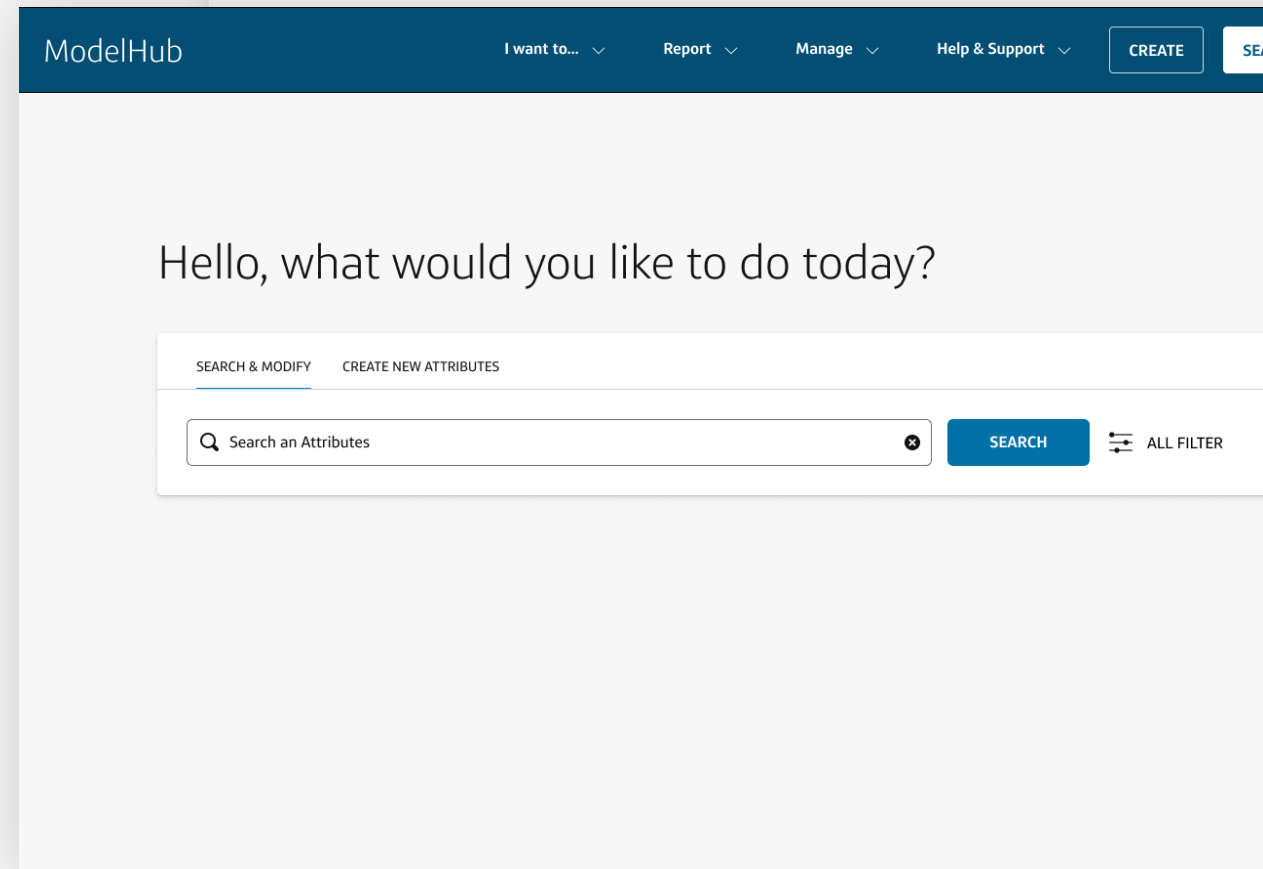
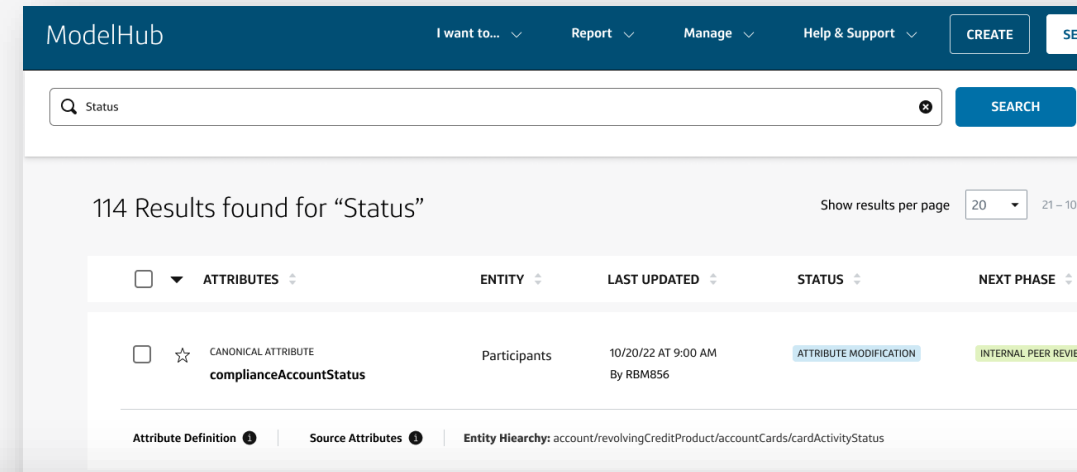
TOP 10 U.S BANK

Optimizing Data Modeling Experience

The Top 10 U.S Bank's Core Data team was looking to improve their existing Data Modeling platform, the Model Hub (MH). MH were used by two types of users - Data Analysts and Modelers - and aims to be a one-stop place for managing data modeling. The goal was to provide reliable data output and reduce the reliance on a third-party data modeling platform called TSYS.

The Details

- Optimized the Data Modeling Hub based on usability interview insights from data analysts, modelers, and SMEs
- The insights addressed key pain points, enhancing the user experience by simplifying data attribute reviews and modification for modelers and streamlining new attribute requests for analysts.
- The revamped model hub targeted data modeler efficiency, enhancing data attribute search, simplifying attribute creation, and editing. These addressed their primary pain points.



PROJECT DETAILS

Optimizing Data Modeling Experience

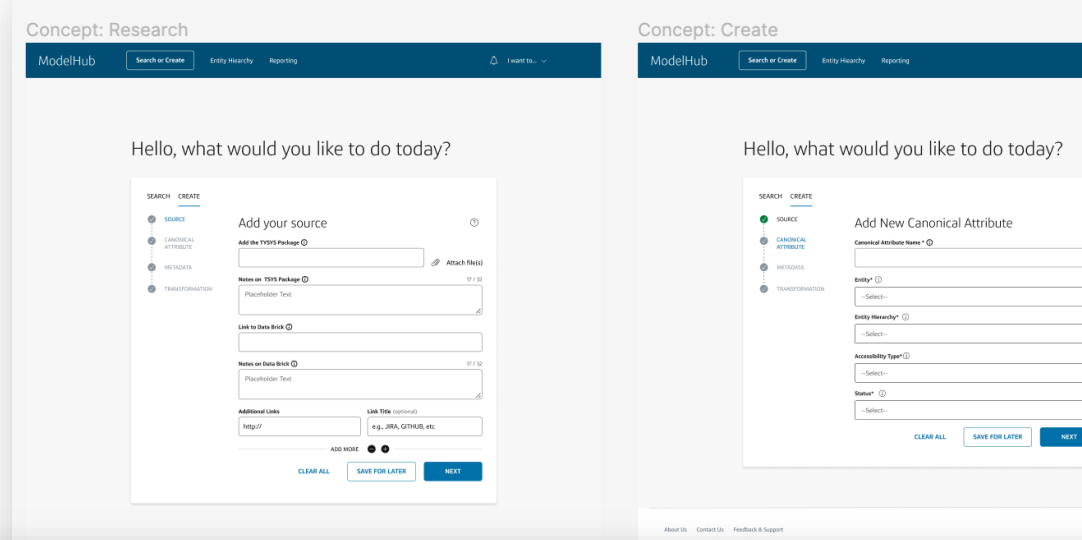
STEVE'S ROLE

- ✓ UX Research
- ✓ UX Design

Partnered with the Bank's Core Data Product Manager to enhance their existing Data Modeling platform, Model Hub. Steve helped the team by optimizing and testing the platform with end-users, leveraging their feedback to improve the overall user experience.

The Approach

- Ensured alignment in understanding the business context, product requirements, and user needs by reviewing prior research and service blueprint.
- Developed high-fidelity wire and concept, grounded from the previous research, to prep for the Usability Testing.
- Conducted end-to-end usability research activity from planning, and interviews with eight stakeholders, synthesizing and ideate with the product and tech partners.

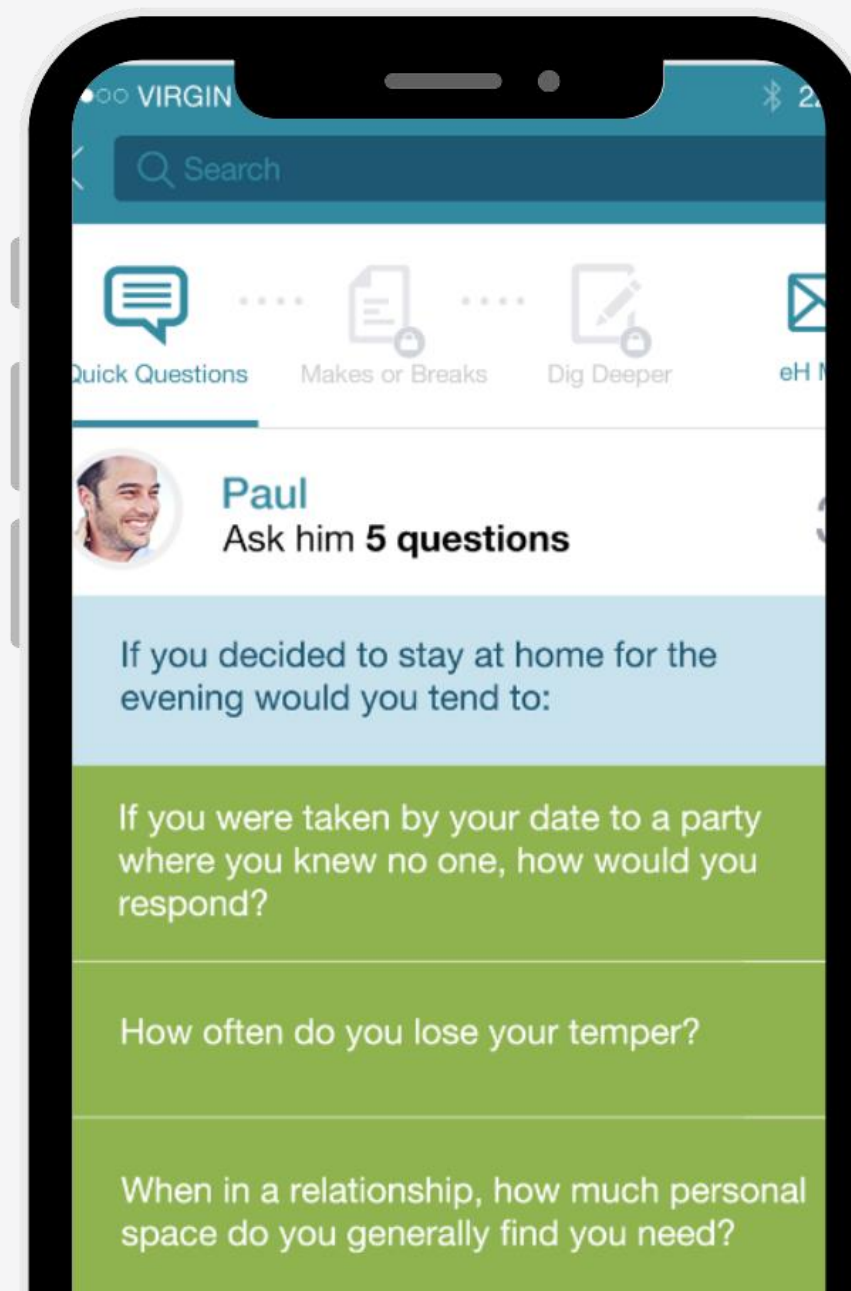


Timeline	INTAKE					
Phases						
Steps	External team or product or account team determines attribute or packet that needs modifying	Modeler is assigned attribute	Modeler sifts through documentation in TSY5	Looks through packet information (depends on request)	Search Model Hub for similar attributes using source attribute	Deep screen understanding using attribute you create
Users	Product team	Product team	Data Modeler	Data Modeler	Data Modeler	Data Modeler
System	JIRA	Meeting	TSYS / Approvals spreadsheet	TSYS	Model Hub	Model Hub
Data	Source data	Source data	Source data	Source data	Source data	Source data
Needs	Assignment page Notification of new assignment What the attribute is Modeling criteria Know if new or rework	Understand what the attribute is used for Record their findings in Model Hub	Understand what the attribute is used for Record their findings in Model Hub	Understand what the attribute is used for Record their findings in Model Hub		Need to rule definition
Pain points	Notified in person/product - has to keep separate list of attributes		- annoying to keep looking back at this documentation	- annoying to keep looking back at this documentation	Can't search based CCA or CCT Didn't use many of the filters	- Details have to be tracked - Change - Can't search - Lots of expandable sort
	When assigning include modeling					

Reimagining First Connections: "Makes and Breaks" Chat Feature for eHarmony

The Makes and Breaks chat feature helps eHarmony users accelerate compatibility discovery by surfacing key values and preferences early in the conversation. This ice-breaking tool is designed to spark meaningful dialogue and quickly determine mutual alignment—so users can confidently choose whether to pursue a connection or move on.

- Addressing Old Challenges: Traditional messaging often led to prolonged small talk or mismatched expectations, making it hard for users to assess compatibility early.
- The New Solution: "Makes and Breaks" introduces curated questions around values, lifestyle, and dealbreakers—allowing both parties to answer and compare in real-time within the chat interface. This fosters open communication and shortens the path to clarity.
- Impact: By guiding early-stage conversations through structured yet playful prompts, the feature increases engagement, reduces ghosting, and creates more intentional matches—delivering a more satisfying user experience.



PROJECT DETAILS

Reimagining First Connections: "Makes and Breaks" Chat Feature for eHarmony

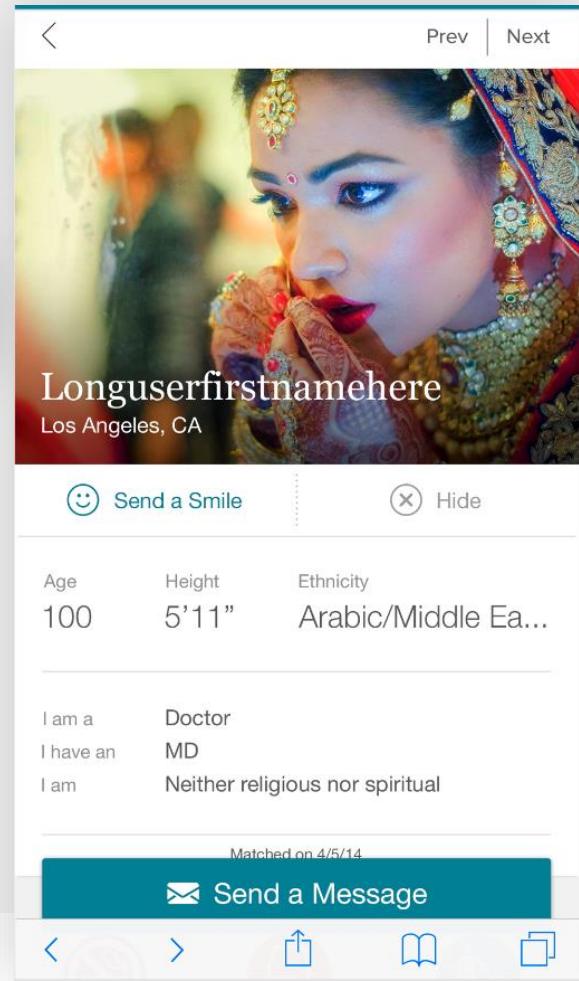
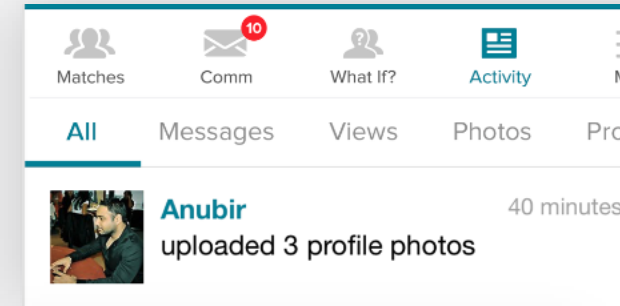
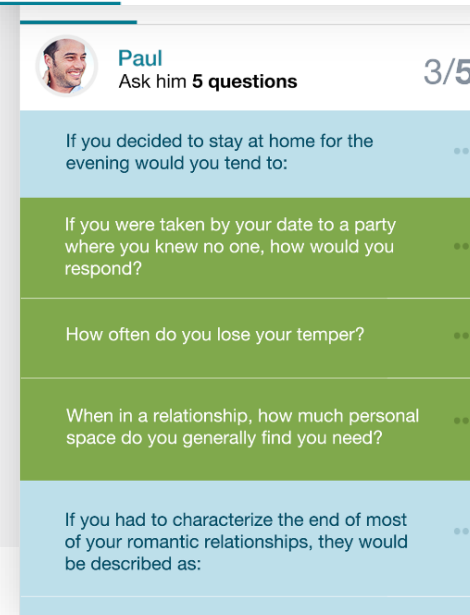
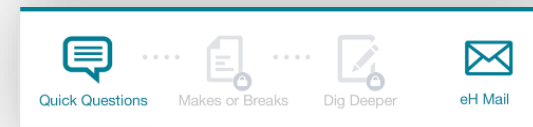
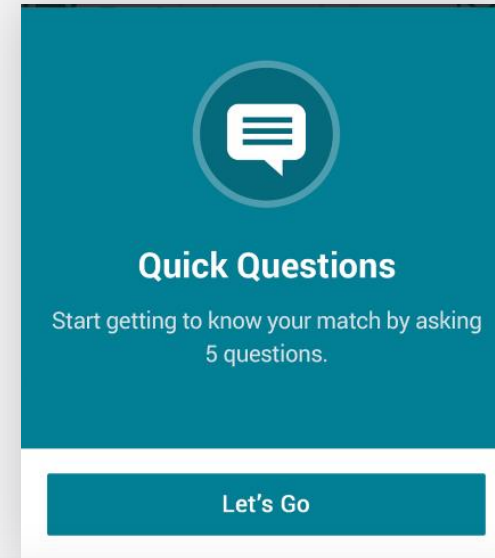
STEVE'S ROLE

✓ UX/UI Designer

Worked with the product manager and design team to rethink early-stage conversations on eHarmony. The goal was to help users quickly find shared values or dealbreakers—making it easier to decide whether to move forward or move on.

The Approach

- Partnered closely with product and design peers to align on goals and success metrics.
- Ran a competitor audit and mapped current user flows to identify friction points.
- Designed and iterated wireframes from low- to high-fidelity, following mobile-first principles.
- Delivered segmented designs for A/B testing to compare performance of old vs. new user experience.



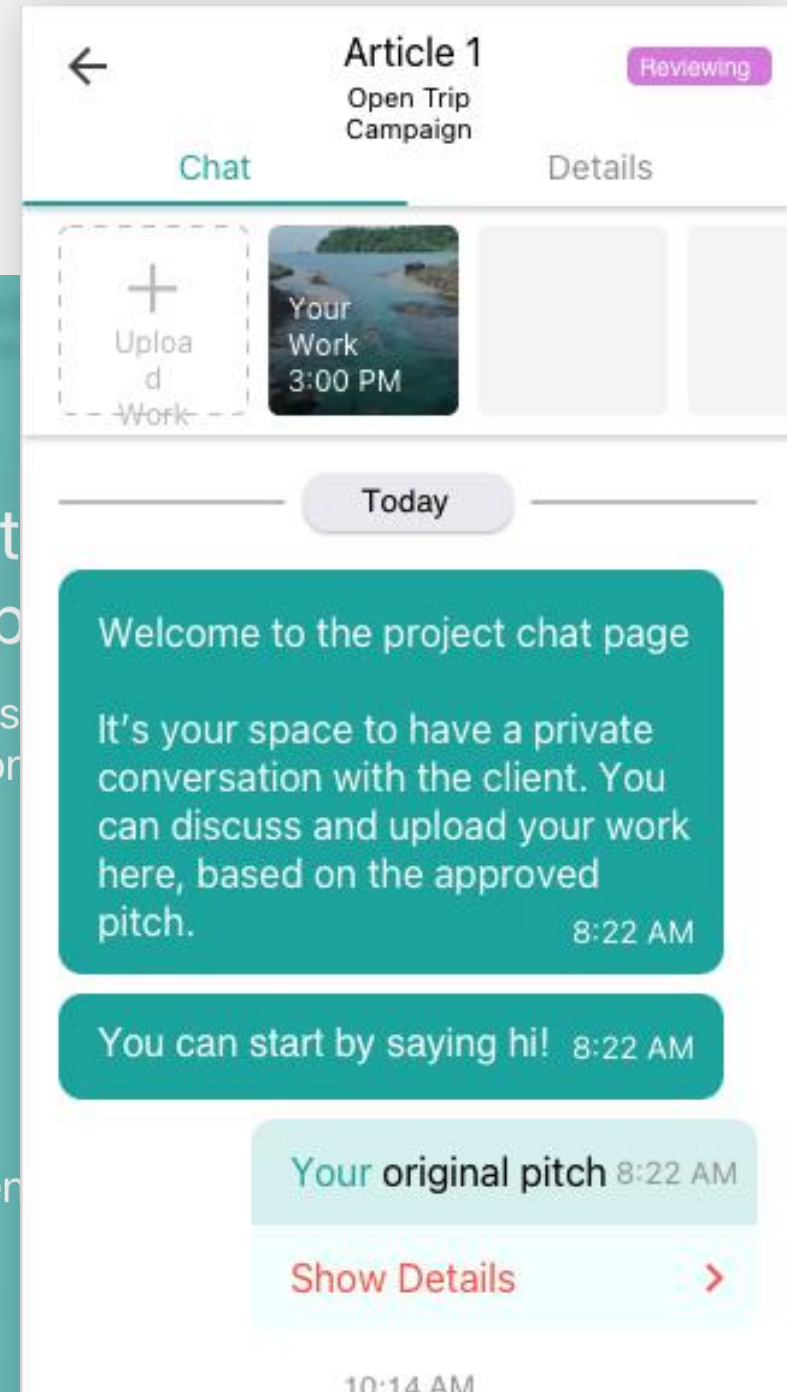
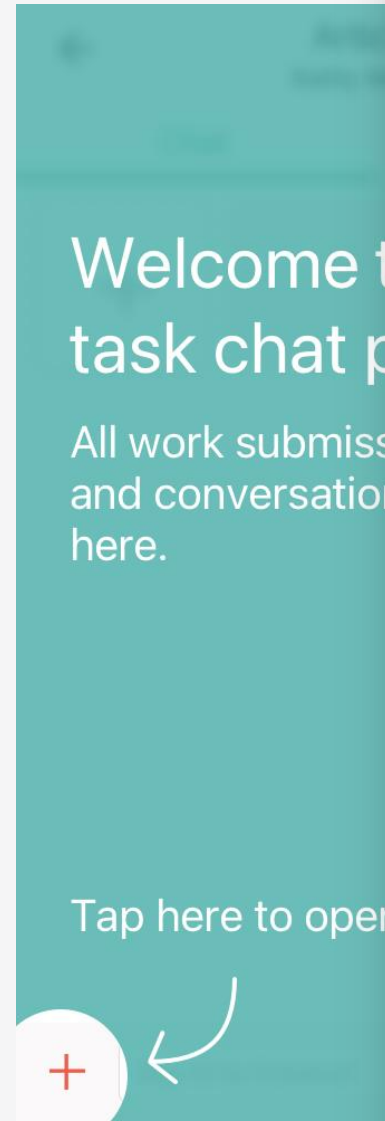
GETCRAFT

Simplifying Creative Collaboration: Chat Feature for GetCraft

At GetCraft, we built a premium marketplace connecting clients with freelance creators across Southeast Asia. One key feature I helped lead was a chat tool to streamline communication, feedback, and work submissions—all within the platform.

The Details

- **The Problem:** 40% of the team was tied up with manual project management. A spike of 20+ projects a day risked overwhelming operations.
- **The Solution:** We added chat and light project management tools so clients could brief, give feedback, and manage creators—without needing constant internal support.
- **Why It Matters:** This reduced the ops burden, increased platform self-sufficiency, and made it easier for clients to hire individual creators for specific needs—not just full teams.



PROJECT DETAILS

Simplifying Creative Collaboration: Chat Feature for GetCraft

STEVE'S ROLE

✓ Lead UX Designer

Led the design for a new chat feature aimed at improving collaboration between clients and freelance creators on the GetCraft platform. The goal was to streamline communication, enable quicker feedback loops, and support project delivery—all within the marketplace.

The Approach

- Facilitated Design Sprint with Product, Tech and Design.
- Partnered closely with one of the founders to align the feature with business goals and long-term vision.
- Collaborated with the product manager and UX designer to shape the experience and define key flows.
- Ran usability testing with real users to validate assumptions and uncover pain points and used insights to iterate on designs and inform the product roadmap for future improvements

CLIENT

CREATOR

You set publish date 8:22 AM
to July 12th 2018

10:14 AM
Kathy submitted work

Kathy submitted work 10:14 AM



Much needed break,
thanks #opentrip

Ask for revision

Approve

You requested revision 2:38 PM



I like the composition,
however, I feel like it's too
warm, can you change the



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

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NINJA VAN

Optimized Delivery Driver's Experience for Parcel Pick up and Drop Off

Ninja Van, a tech-enabled delivery service in Southeast Asia, partnered with Grab Express, the region's leading ride-sharing and delivery app, as a primary third-party logistics carrier. The pilot project, centered on same-day delivery, included an in-person dry run session to guarantee a seamless pick-up and drop-off experience, identifying potential issues before the initial release.

The Details

- Secured partnerships with Grab Express, where smooth delivery played a significant role in the collaboration's success.
- Detected usability issues in the apps through driver participation in mock parcel pick-up and drop-off scenarios, utilizing feedback for app design enhancement.
- Developed usage metrics for tracking usability improvements and facilitating a smoother parcel pick-up and drop-off experience.



PROJECT DETAILS

Optimized Delivery Driver's Experience for Parcel Pick up and Drop Off

STEVE'S ROLE

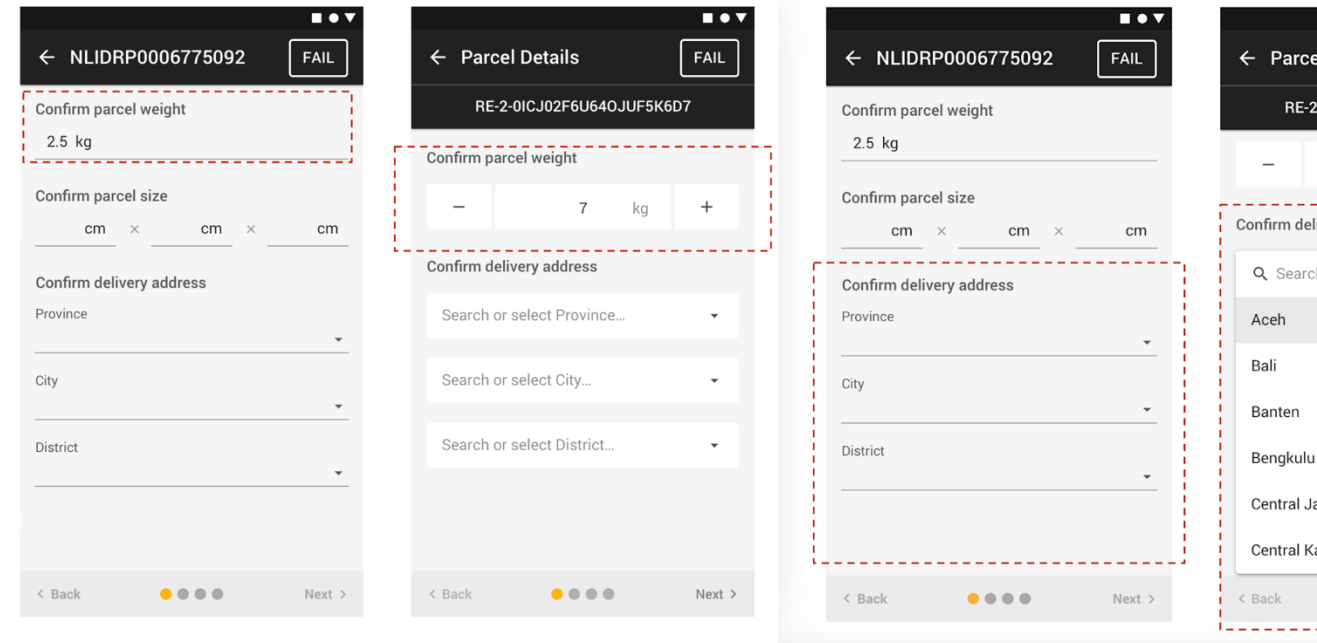
- ✓ UX Research
- ✓ UX Design


[Process Flow sample](#)

Collaborated closely with Grab and Ninja Van's Product Owners and Ninja Van drivers to conduct in-person feature tests and mock parcel pickup and drop-off scenarios, utilizing Contextual Inquiry methods for UX Research.

The Approach

- Participated in and observed mock scenarios to comprehend the driver's journey during parcel pickup and drop-off.
- Used contextual inquiry to identify usability issues within the driver's mobile app interfaces for parcel drop-off and pickup.
- Synthesized and updated mobile app designs, formulated process flows, and shared findings with stakeholders and handover of improvements to the development team for updates.




Grab completed the booking from their customer.

NINJA OPERATOR INTERNAL TOOL

Order populated into the Operator



N.Express Drivers Pickup (First Mile)

The driver would need to call the customer, verify the order for pick up and collect Cash on Delivery (COD) - see detailed steps below.

1. Calling the senders
2. Arrived at the scheduled pickup.
3. Verify destinations address and weight
4. Affixes a Ninja stamp ID (printed sticker with barcode) and takes a photo for each parcel.
5. Final price will be calculated based on the delivery destination, weight and promo code (if applicable).
6. Sender pays the amount listed in the driver App.
7. Sender sign the app
8. Driver en-routes to another reservations or directly to the sorting hub

Driver drop off the parcels at (Sorting hub)

The driver would then drop off parcels at the sorting hub. Once the sorting process completed they would re-scanned for inbound parcel and packed into the van See detailed steps below.

- 1.Driver arrived at the sorting station
- 2.The station staff scanned each of the parcels
- 3.The data-entry staff, manually re-input the written address into the system
- 4.The data-entry staff print a new label for inbound to the warehouse.
- 5.The driver scanned the inbound parcel and packed into the van.

Boosting User Engagement: Amplifying Login & Registration Modal

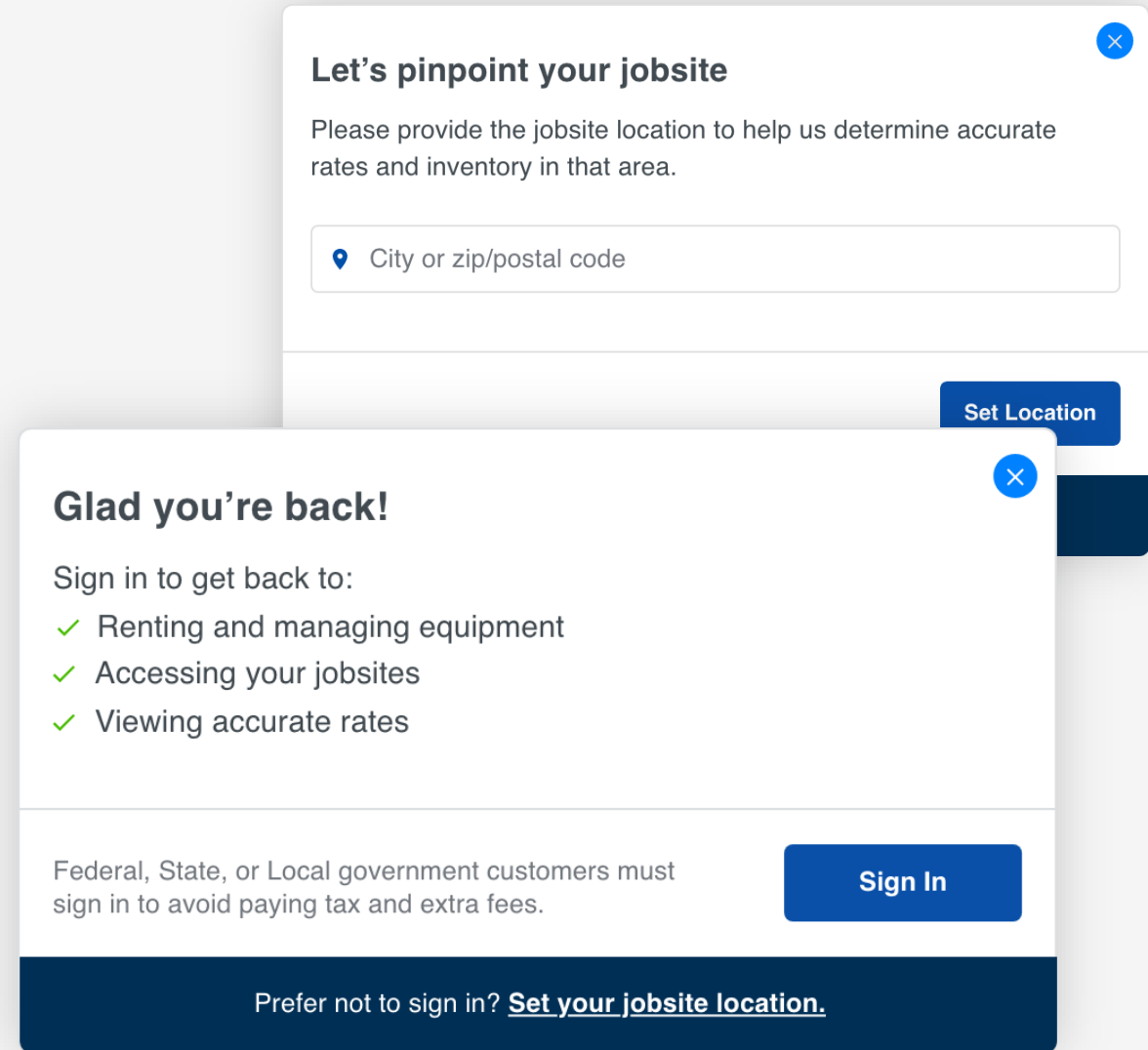
The United Rentals product team sought to redesign the legacy sign-in and registration modal to highlight precise location and equipment availability, aiming to reduce catalog page drop-offs for newcomer especially.

The Details

- Revamped the legacy sign-in/registration modal, accentuating benefits and facilitating simpler user interaction with intuitive touch points.
- Achieved a notable boost in loading performance below 2.5 seconds, particularly on mobile web, as reflected in the improved Google Largest Contentful Paint (LCP) metric.
- Saw an increase in modal utilization and sign-ups after about 2 months.

Achieved Google's Largest
Contentful Paint (LCP)
Performance

2.3 sec
Load Speed on Mobile



PROJECT DETAILS

Boosting User Engagement: Amplifying Login & Registration Modal

STEVE'S ROLE

✓ UX/UI Design

Collaborated closely with the United Rentals product owner and analytics team to grasp the context requirements and analyze existing data, laying a solid foundation for the successful revamp.

The Approach

- Initiated early dialogues with data analysts to analyze United Rentals' drop rates and identify the affected pages.
- Collaborated extensively with a team comprising of a copywriter, front-end developer, program manager, and design partner to shape the overall design direction, incorporating diverse feedback.
- Conducted weekly "show and tell" sessions with the United Rentals Product Team to garner suggestions for further improvements.
- Seamlessly transitioned and annotated the design for front-end implementation.

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.](#)

Online Checkout Experience Competitive Analysis

United Rental’s product team is looking to optimize the online checkout experience to showcase new offerings, including insurance, repair services, and discounted equipment purchases.

The Details

- Effectively pinpointed prevalent characteristics and strategies employed to enhance upselling opportunities during the checkout process.
- Recognized impactful checkout features and tactics that streamline the process and boost conversion rates among both direct and non-direct competitors.
- These findings will serve as a valuable benchmark for shaping future roadmaps and backlogs.

PRE-RESERVATION			
	PRODUCT DETAILS		SIGN-IN A
FEATURE REVIEW (INCL FUNCTIONAL, AND USER INTERACTION)	Pre-reservation actions: <ul style="list-style-type: none"> Start/end dates Select the branch locations for Pickup Main CTA: Start Reservation	N/A	Required
COMMENT			
		PRODUCT LIST	

FEATURE/INTERACTION REVIEW					
	PRE-RESERVATION		RESERVATION		
	PRE-CART DETAILS	CART PANEL	CHECKOUT PROGRESS INDICATOR	CART (1): ITEMS IN YOUR CART	CART (2): JOBS
FEATURE REVIEW (INCL FUNCTIONAL, AND USER INTERACTION)	Modal: User must 1st define the start/end dates, quantity and transit options prior to adding an item to cart.	Displayed immediately after an item added to cart.	In the following order: jobsite, Delivery & Pickup and Billing	<ul style="list-style-type: none"> Review selected item(s). Optional CTAs: Edit or delete. NON-AUTHENTICATED: User must click Add Jobsite preference BUTTON to reveal the jobsite form. AUTHENTICATED: The previous jobsite, account, and possibly payment should already be saved, allowing the user to checkout, quicker. 	<ul style="list-style-type: none"> NON-AUTHENTICATED: complete the jobsite form. AUTHENTICATED: Use the saved jobsite address, new jobsite address. Main CTA: Save & Continue to the next section.
COMMENT			Opportunity: The progress indicator didn't show until the jobsite form is completed. Consider displaying the progress indicator upon landing on the reservation page to help u		Opportunity: There are too many fields to complete. Most s "8 form fields", which coul increases the perceived complexity of a checkout user.
		CART PANEL		CART (1): YOUR CART	CART (2): PICKUP/D
FEATURE REVIEW (INCL FUNCTIONAL, AND USER INTERACTION)		<ul style="list-style-type: none"> Displayed immediately after an item added to cart. Main CTAs: User must confirm the start/end dates and time and quantity prior to checkout, within the cart panel. 	In the following order: Your cart, Pickup/Delivery, Contact Info, Quote review	Prominent Sign-in or Guest Checkout. The guest checkout is an anchored link down to the "Timeframe".	2 available options (radio) <ul style="list-style-type: none"> Option 1: Delivery to (Address form). Option 2: Pick up from (Map + branch address) Optional: <ul style="list-style-type: none"> Phone number Special instructi Main CTA: Continue a the Order Review pag
COMMENT					
		CART MODAL		CART (1): RENTAL RESERVATION	
FEATURE REVIEW (INCL FUNCTIONAL, AND USER INTERACTION)		Confirmation Modal with the following CTAs: Continue browsing or checkout.		<ul style="list-style-type: none"> Preview of the selected item(s). Optional CTA: Remove. User must complete the jobsite location form, start/end dates preceded by two CTAs: Checkout or add more gear. 	

PROJECT DETAILS

Online Checkout Experience Competitive Analysis

STEVE'S ROLE

✓ UX Research

Partnered with the unitedrentals.com product stakeholders to understand the business needs and the opportunity to broaden its service offerings by including insurance, repair services, and discounted equipment purchases.

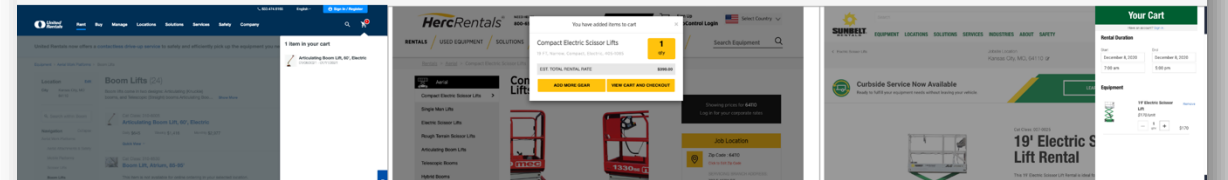
The Approach

- Collaborated with Data Analysts to gain insights into the UR's checkout funnel, drop rates, conversion rates, and opportunities for improvement.
- In addition, Steve conducted thorough secondary research and audit on previous qualitative research related to the checkout experience.
- To better understand the competition, Steve conducted a comprehensive analysis of direct and non-direct competitors, specifically focusing on their checkout experience. To help orient the team to the feature's capabilities, he utilized various screen artifacts, descriptions, and user journey stages.



United Rentals	HercRentals	SUNBELT RENTALS
Founded in 1997, United Rentals is the largest equipment rental company in the world, with a store network nearly three times the size of any other provider and locations in 49 states and ten Canadian provinces.	Herc Rentals offers daily, weekly, monthly rates for equipment & tool rentals for construction and industrial applications. Find a location near you with over 275 locations in the United States and Canada.	As the premiere rental equipment company in North America, Sunbelt Rentals offers a highly diversified product mix including general construction equipment, industrial tools, pumps, power generation, climate control & HVAC, shoring solutions, scaffolding, remediation & restoration equipment, and more.
<ul style="list-style-type: none">• Pre-Reservations<ul style="list-style-type: none">• Able to add-to-cart item(s) directly from the Product List and/or Product Detail Page, preceded by a modal where user must define the start/end dates, quantity and transit options.• The cart panel met the heuristic standard #1• Reservations<ul style="list-style-type: none">• Includes progress indicator for the authenticator user, but none for unauthenticated user.• User must complete all of the required fields such as Jobsite address, contact info, receive (option to pickup at branch or deliver to jobsite), with date/time, return date/time, billing fields and MUST complete account creation or sign-in prior to submit reservations.• There are the option to sign-in or continue during reservations process• Able to create multiple reservations based upon Jobsite locations.	<ul style="list-style-type: none">• Pre-Reservations<ul style="list-style-type: none">• No product listing but rather a category listing page.• Prior to adding an item to cart, user must specify the jobsite location, rental duration, equipment type (cat class) and quantity.• Confirmation modal with the option to continue checkout or add more item.• Reservation<ul style="list-style-type: none">• Able to edit the equipment cat-class, quantity• Option to include rental protection plan, add more gear or see nearest branch• Login or guest checkout (Full name, email and phone number are required)• Unable to create multiple reservation, e.g., if you change the location ZIP code, it'll replace the ZIP code in the cart.• Confirmation page<ul style="list-style-type: none">• A message letting me know that someone will email to confirm reservations, etc <p>Received email with a message: "Please keep in mind you have only placed a request for a quote at this point. "You ***DO NOT HAVE A RESERVATION YET***"</p>	<ul style="list-style-type: none">• Pre-reservations<ul style="list-style-type: none">• Able to add-to-cart item(s) directly from the Product List and/or Product Detail Page.• Proceeded by Cart Panel. User must define the start/end dates and time prior to checkout. There's an option to sign-in as well.• Reservation<ul style="list-style-type: none">• Cart: Sign-in or Continue as Guest and confirm the start/end date and time and the associated fees.• Pickup/Delivery: User need to Define the pickup preferences, e.g., pickup from sunbelt or deliver to the address. Define the jobsite address and confirm the address (Meet the Heuristic Standard #1)• Contact info: Complete the contact info.• Quote Review: Review the summary of your selection.• Account Creation or Sign-in required to complete the quotes

SCREENS



Let's work together.

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