# Steve Sutanto

PRODUCT DESIGN & STRATEGY

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

12+ years designing **enterprise** and **platform** tools across **fintech**, **healthcare**, and **logistics**. I specialize in **complex systems**—**developer onboarding**, **internal tooling,** and **trust-critical UX**—where clarity, confidence, and precision matter. I turn ambiguity into scalable flows through close collaboration with product and engineering.

Selected Work in Enterprise, Developer & Platform UX
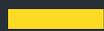
What Our Partners Say

" 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
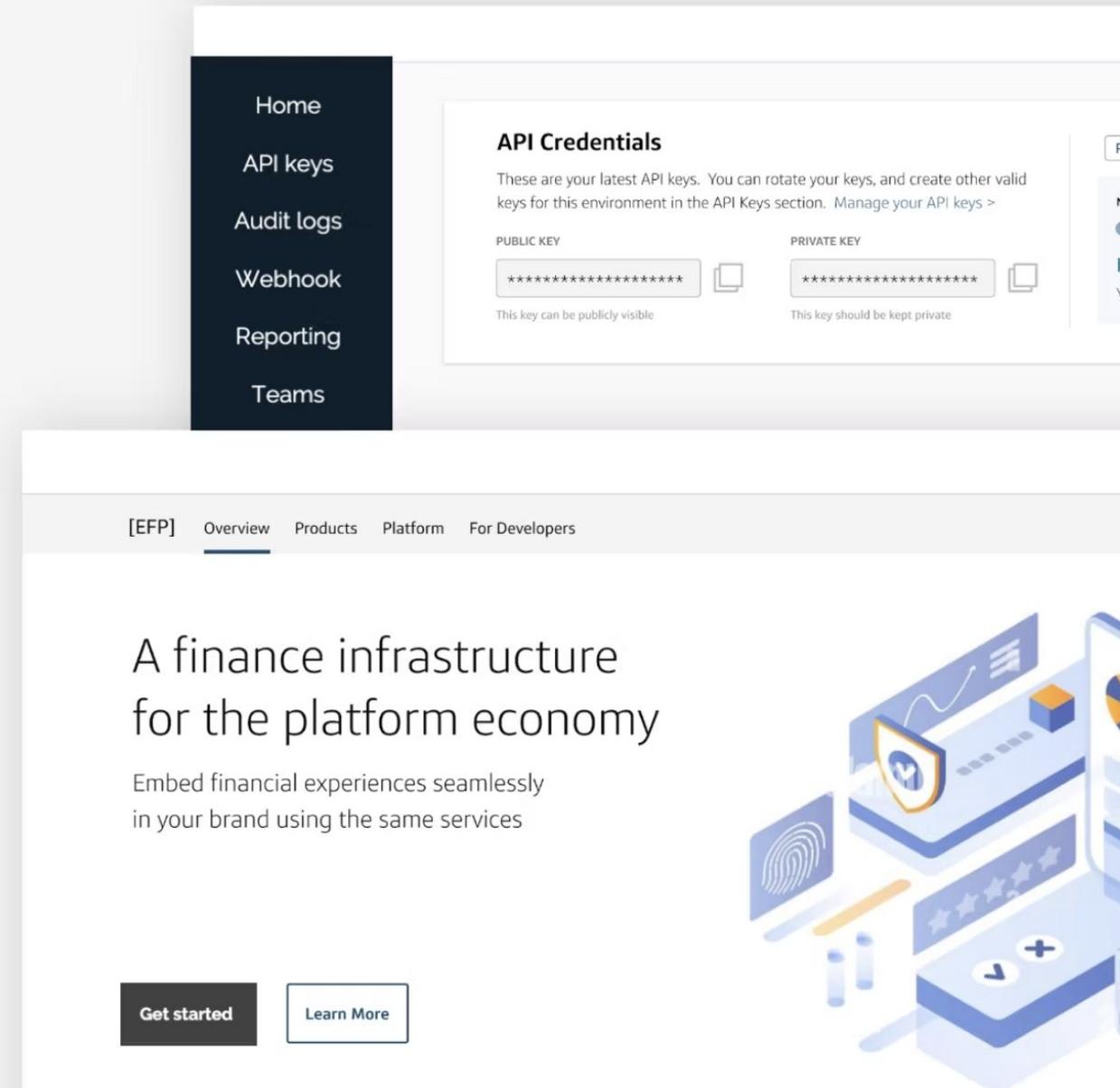
CAPITAL ONE

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
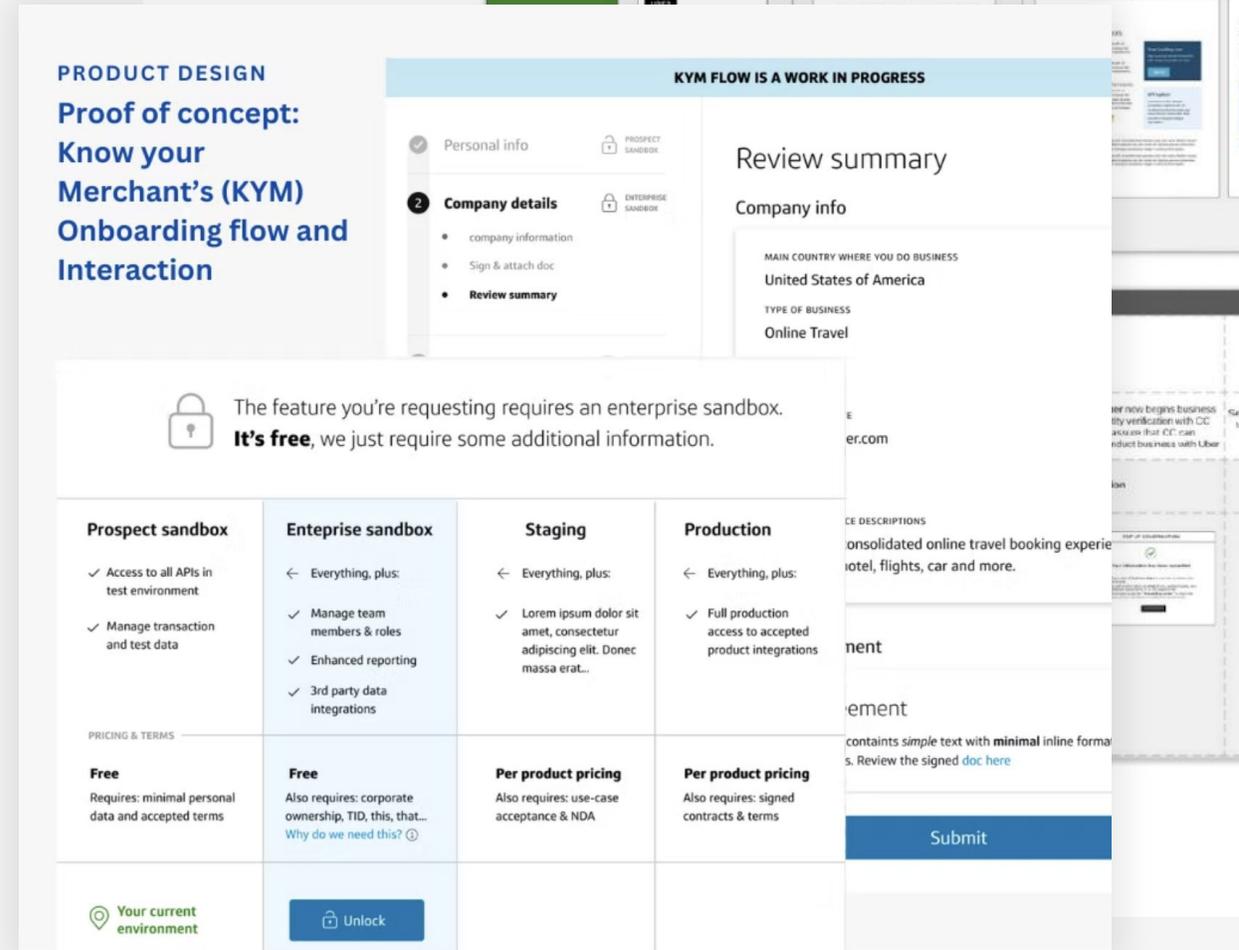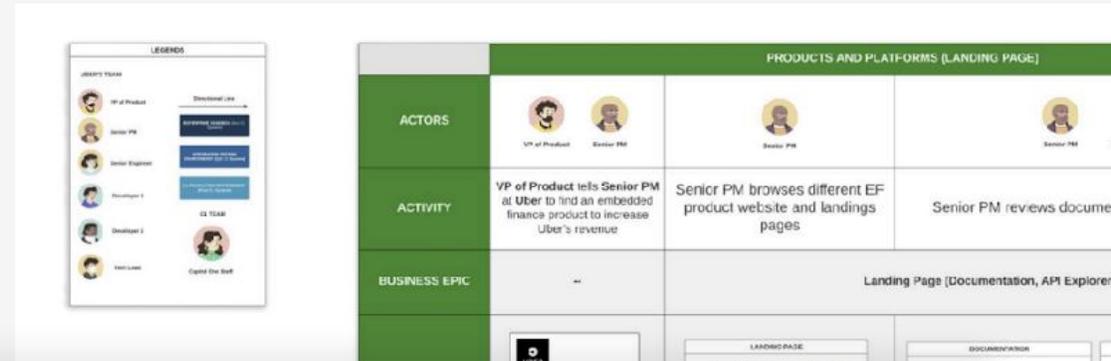
CAPITAL ONE

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
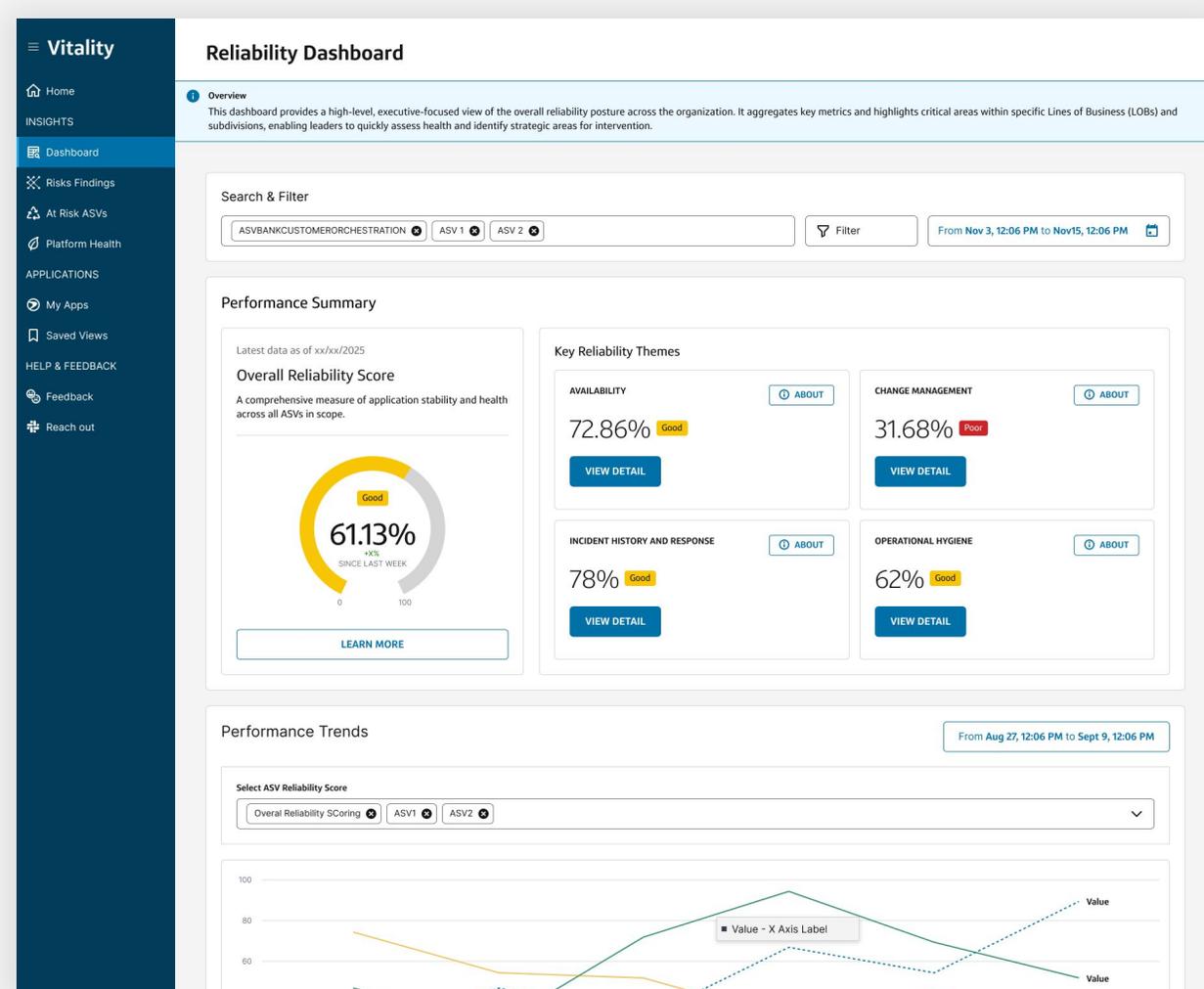
+104%
Unique Users

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

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
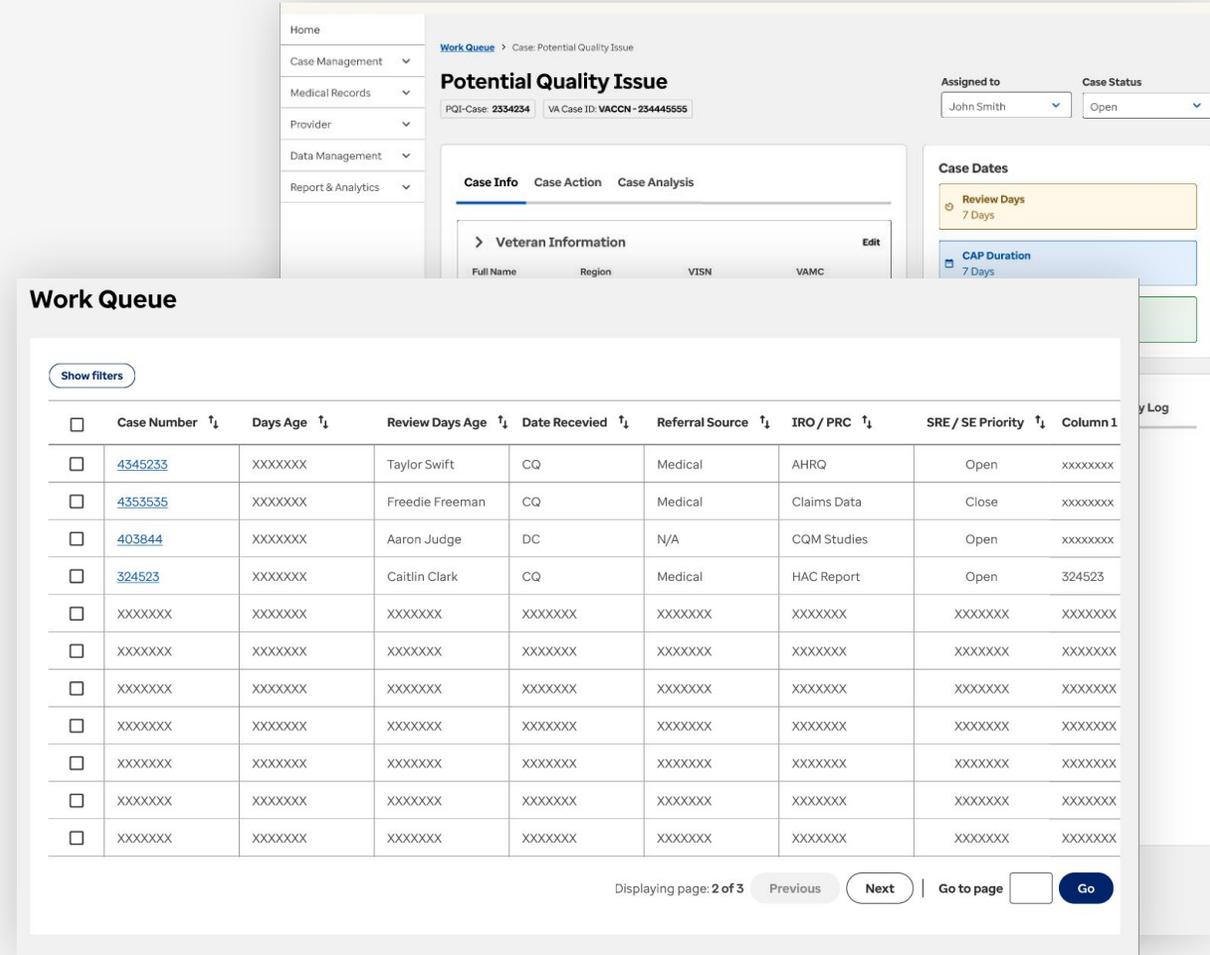
85%+

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
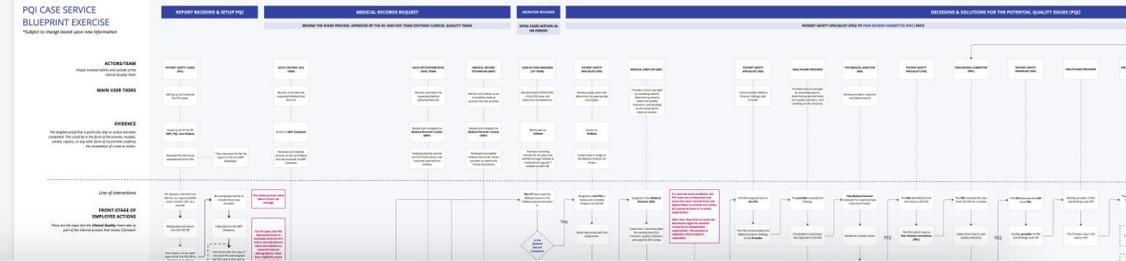
SUNBELT RENTALS

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
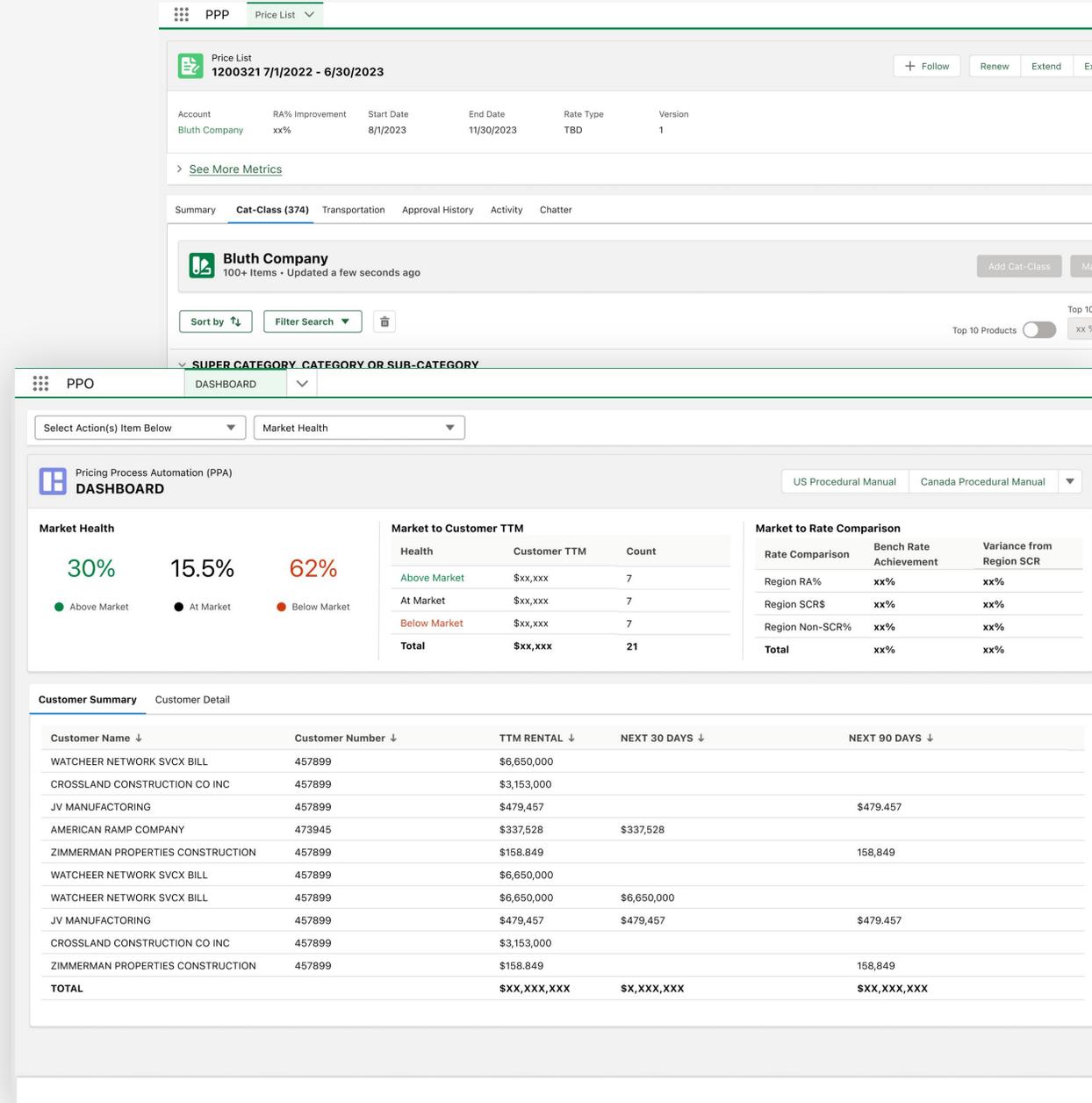
SUNBELT RENTALS

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
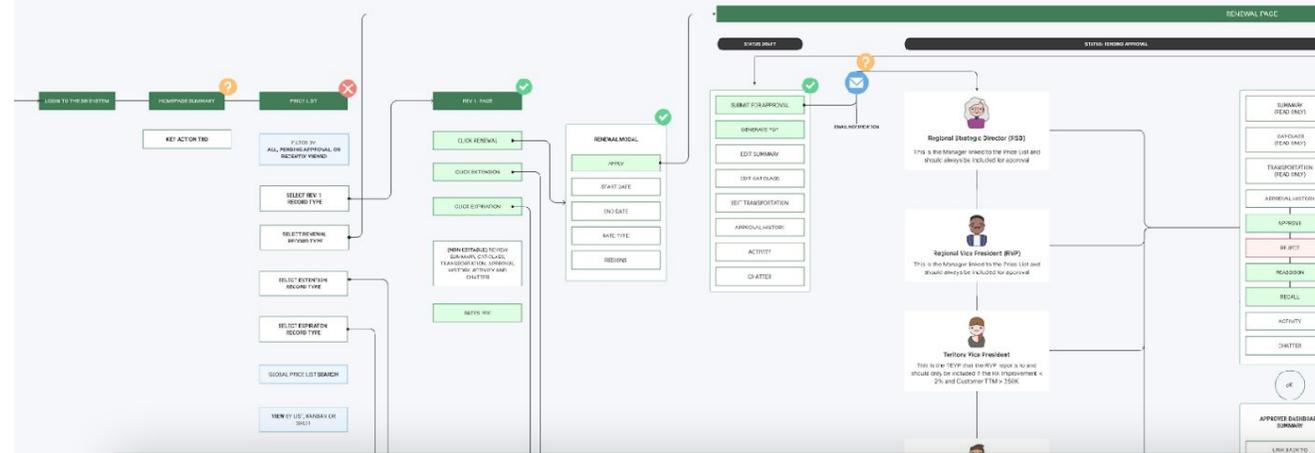
PFIZER

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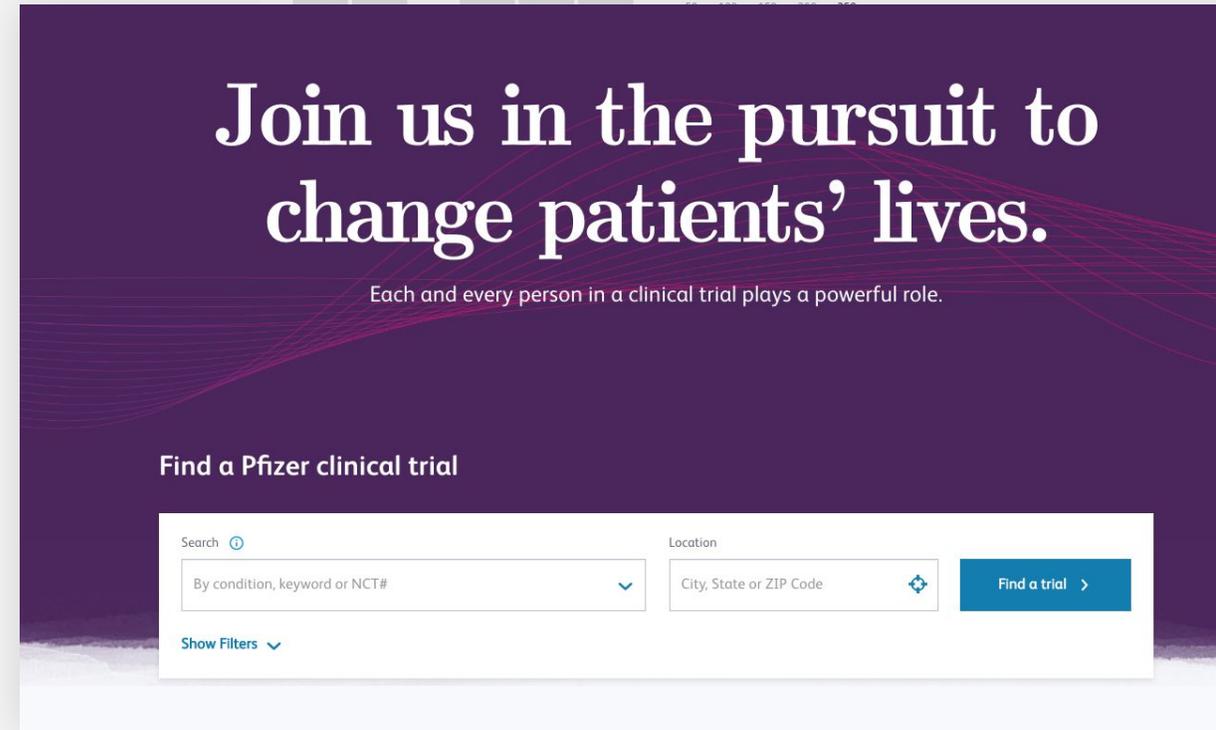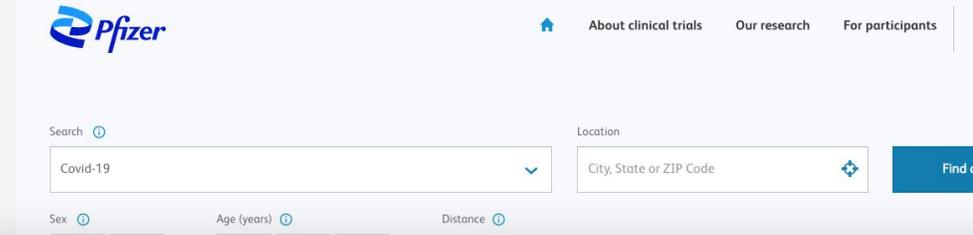
Find a Trial feature for the 1st 2-3 months

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

Additional Work (Optional Reading)

Select projects from earlier in my career — included to show range, global contexts, and fast-paced delivery environments.
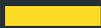
OPTUM

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

VACCN | TPA, Clinical Quality Team – Patient Safety Lead

Patient Safety Lead
Medical Surgical

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

JOBS TO BE DONE

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

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

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.

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
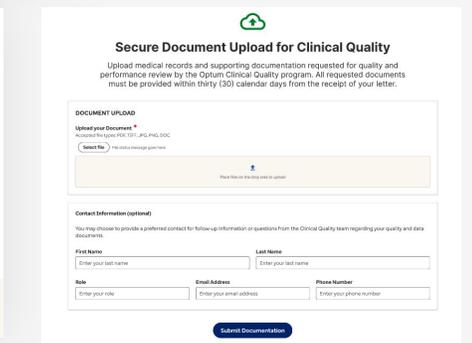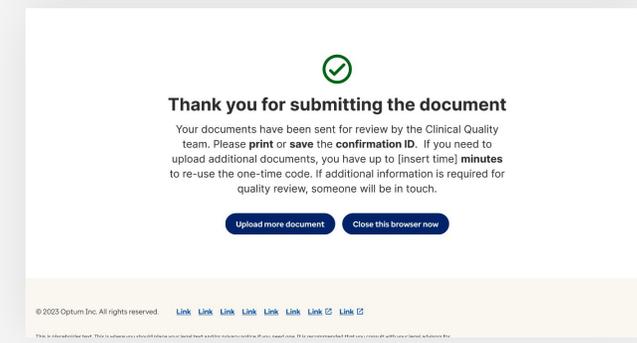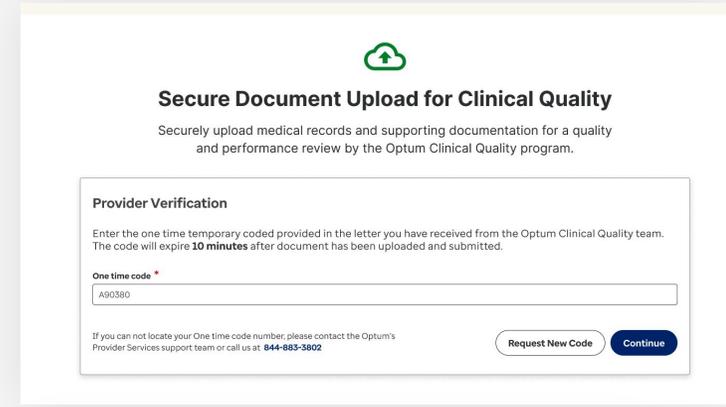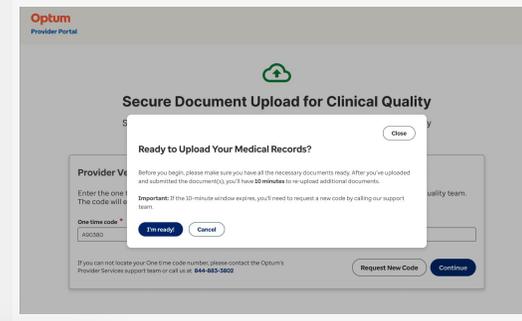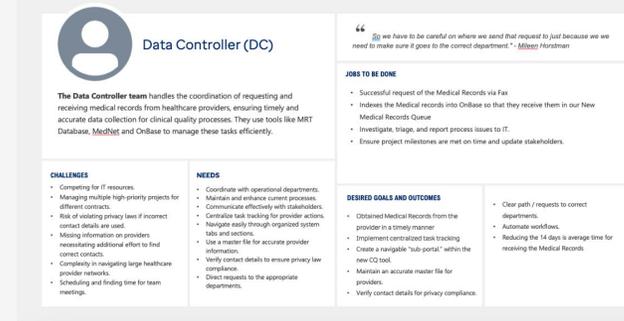
CAPITAL ONE

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
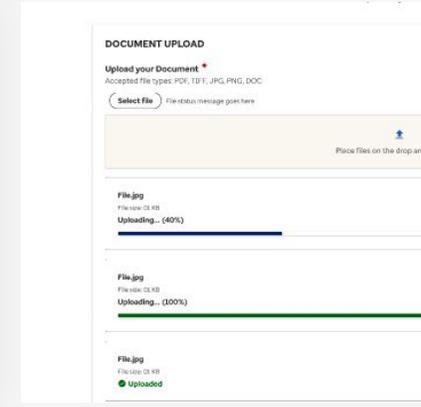- Improved efficiency for core users by reducing cognitive load
- Delivered validated designs through iterative testing
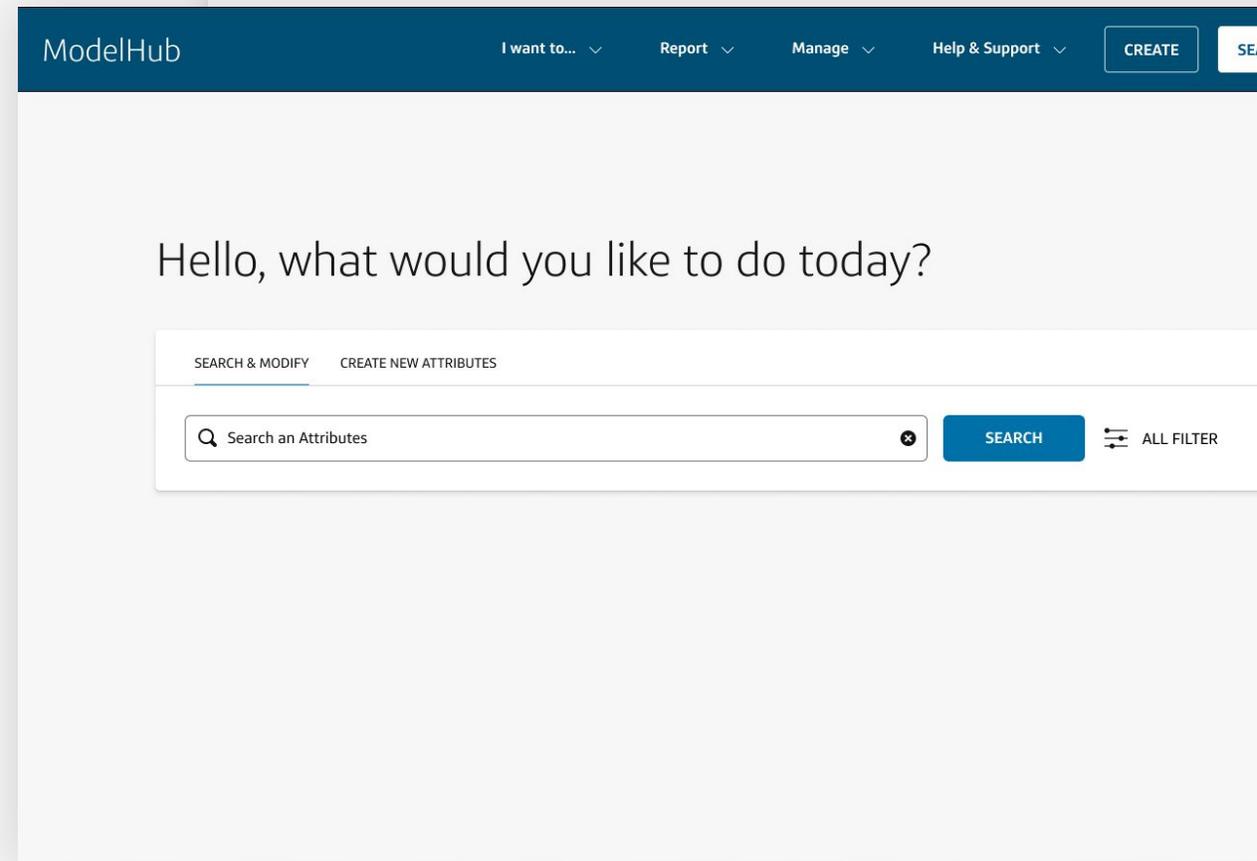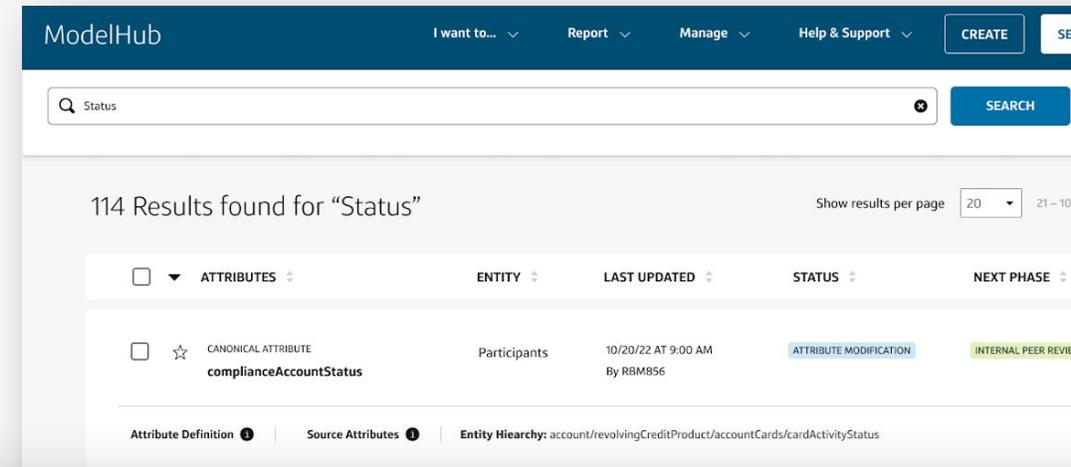
CAPITAL ONE

Optimizing Data Modeling Experience

Role: UX Design • UX Research • [Figma Prototype](#)

CONTRIBUTIONS

- Synthesized prior research and service blueprints to align on problem space

- Designed high-fidelity concepts grounded in research insights

- Planned and ran usability testing end-to-end

- Collaborated with product and engineering to iterate quickly

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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
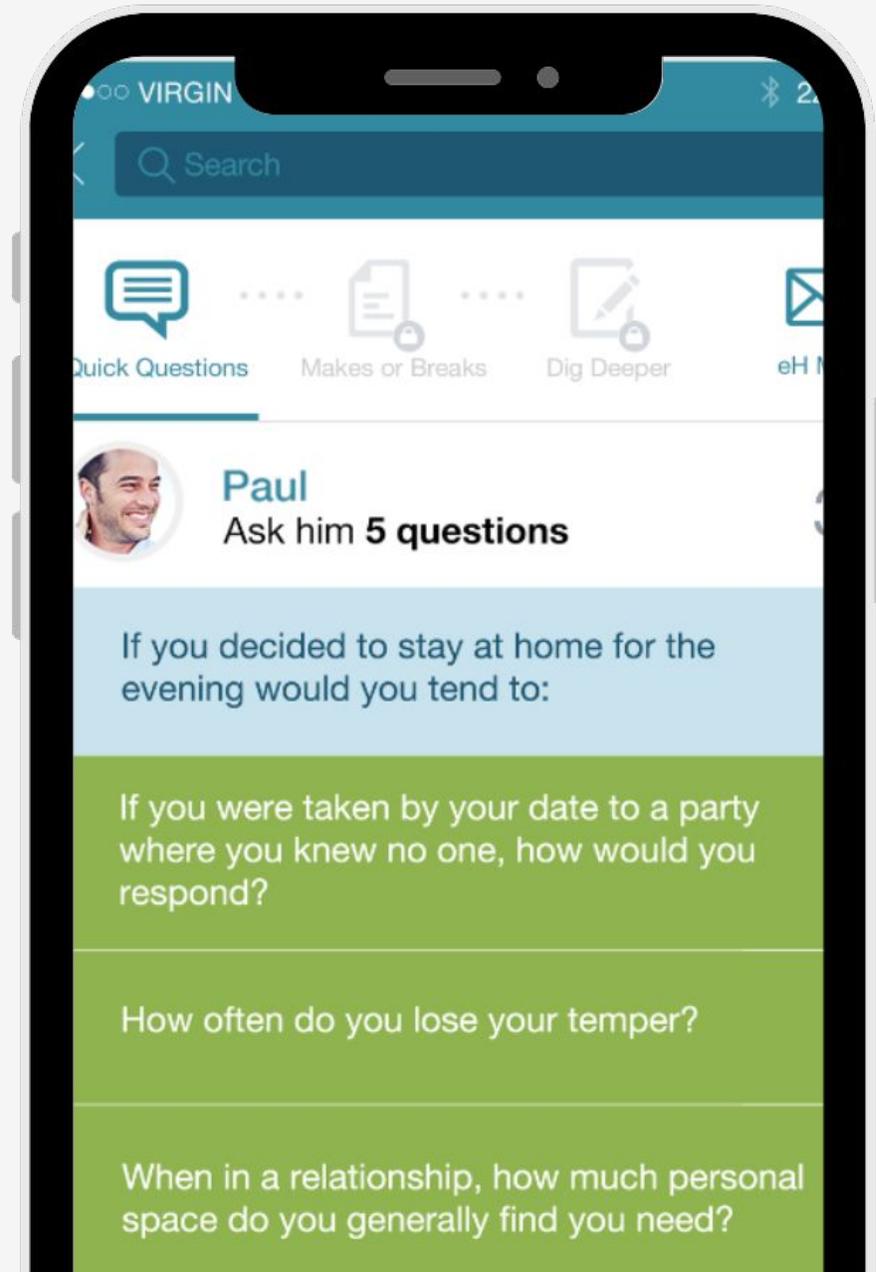
EHARMONY

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
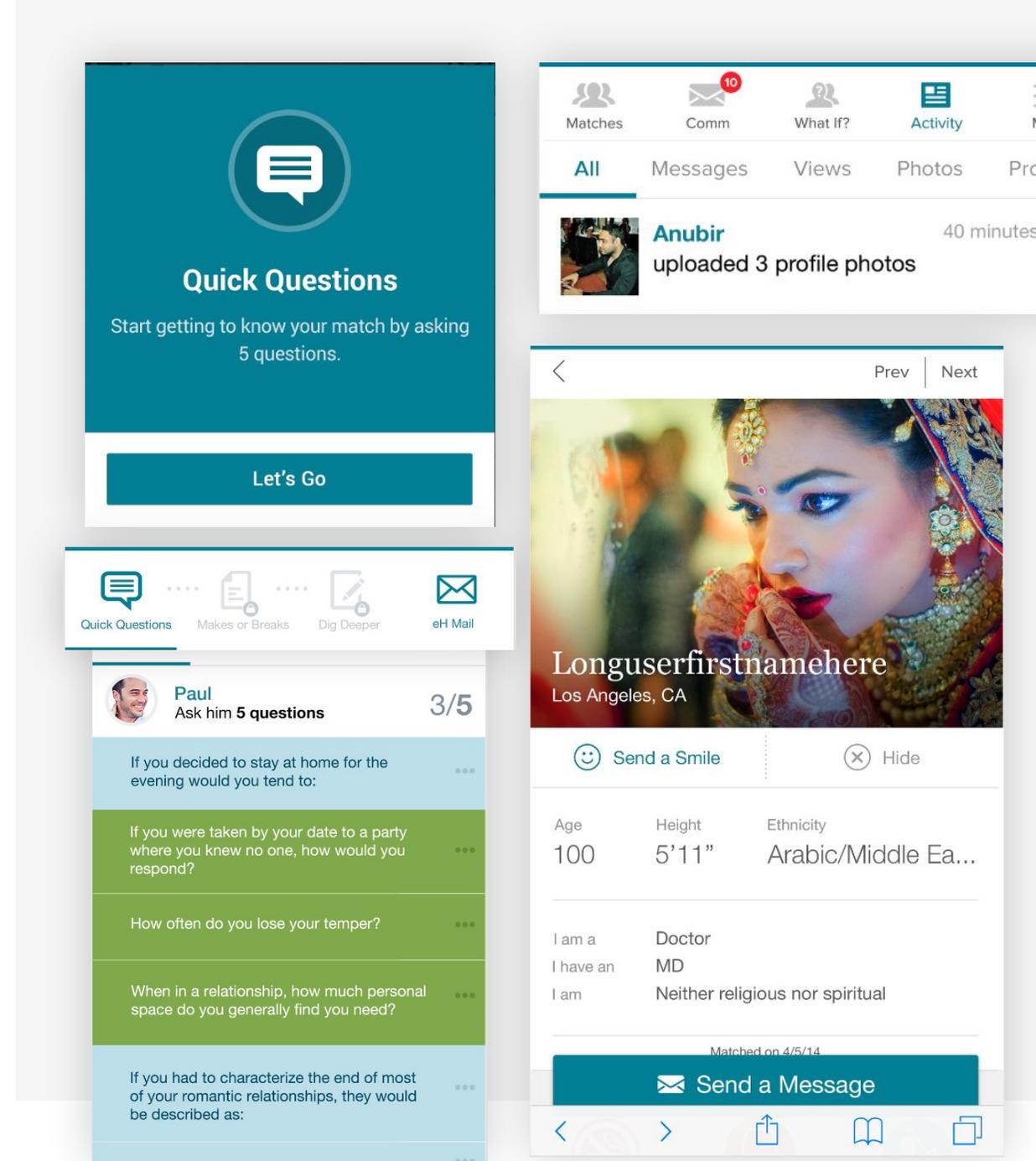
GET CRAFT

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

CLIENT　　　　**CREATOR**
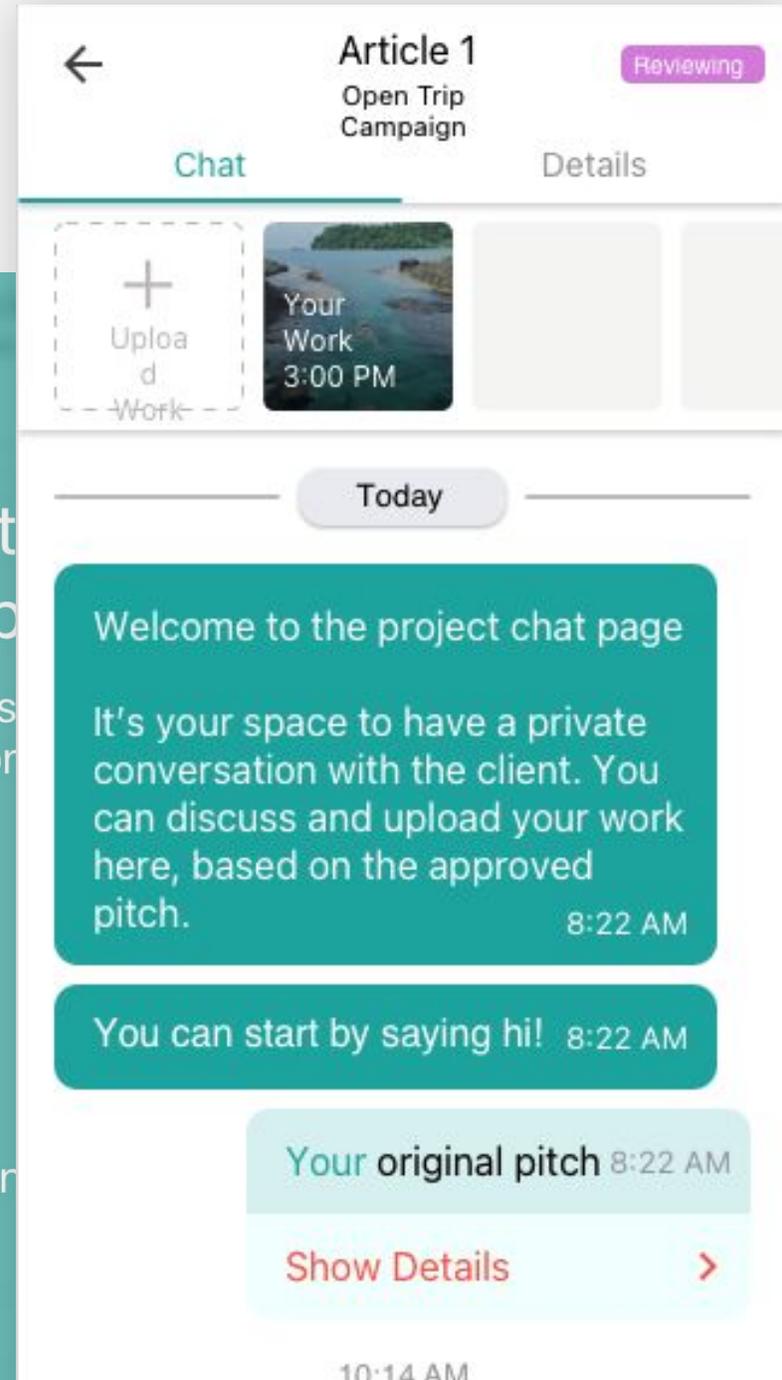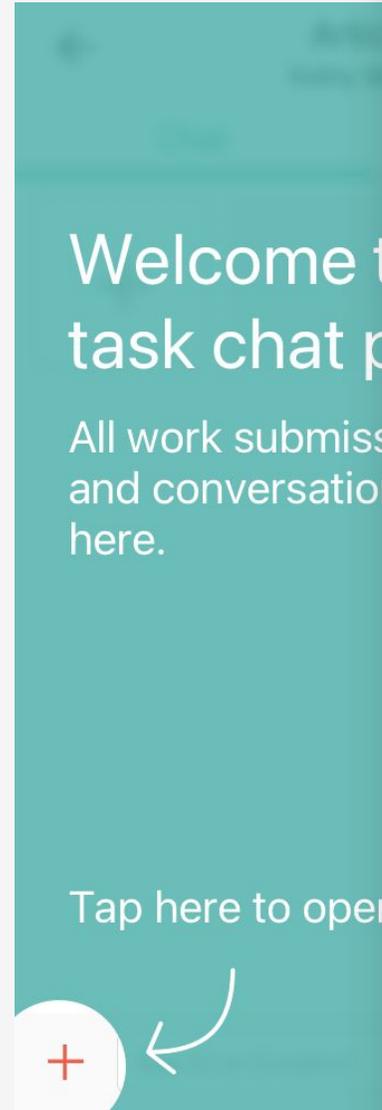
GET CRAFT

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

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
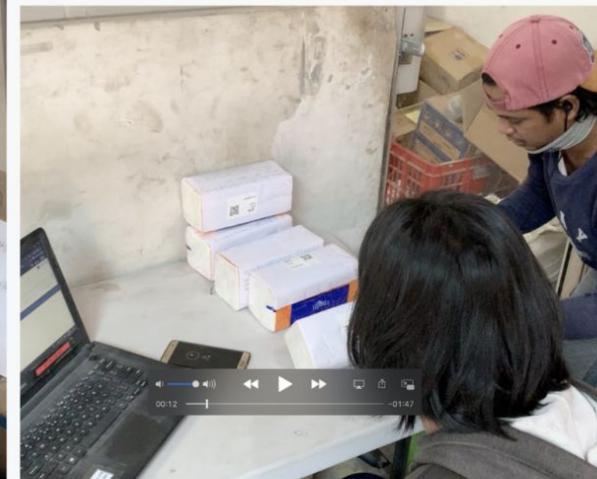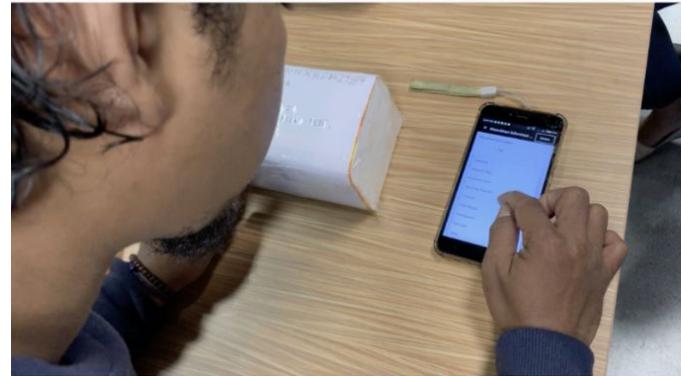
NINJA VAN

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

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 inbounded 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 inbounded parcel and packed into the van.

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

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 jobs

Please provide the jobsite location to
determine accurate rates and invento

📍 city, zip/postal code

Set Location

Already have an account? **Sign**

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.

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