Steve Sutanto

Product Design & Strategy

12+ years delivering human centered design across finance, healthcare, technology, logistics, and eCommerce. A knack for turning strategy into shipped outcomes, launching 0-to-1 products, and elevating individual and team delivery standards. Learns complex domains quickly and works cross-functionally to create scalable solutions. Comfortable in ambiguity with a strong bias for action. Currently expanding skills in generative AI through practical builds and training.

EXPERIENCE

CAPTECH CONSULTING
National consulting firm

Associate UX Director | Remote, USA | Dec 2021 – Present

- Developed bank-scale observability platforms, enhancing workflows for 1,000+ engineers and reducing incident response times.
- Improved clinical quality tools, reducing submission times by 85% and turnaround from 14 to 3 days through automation.
- Co-created CapTech's Product Operating Model, securing partnerships with Humana and United Airlines.
- Mentored design teams through structured reviews, improving quality, storytelling, and timely delivery.
- Created a generative responsible AI agent in CoPilot Studio, lead to a delivery accelerator to guide consultants in building AI-enabled solutions

VML
Global creative and technology agency

Senior Experience Designer | Kansas City, MO | Mar 2020 – Dec 2021

- Developed Pfizer's digital clinical trial platform, boosting engagement with a 23% increase in page views and 60% higher click-through rates through improved signup and educational content.
- Revamped United Rentals' onboarding and authentication, resulting in a 37.5% faster load time (2.3s vs. 4s), reducing drop-offs and enhancing user trust.

NINJA VAN
Southeast Asian logistics and delivery platform

Product Design Lead | Singapore **|** Dec 2018 – Dec 2019

CONTACT

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PORTFOLIO DECK
(Frequently Updated)

- https://bit.ly/sutantoswork

  https://bit.ly/select-case-study

WEBSITE
(Less updated)

- stevesutanto.co
  (pass: accessmywork)

SKILLS

Systems Design

Interaction Design

Information Architecture

UI Heuristic Audit

Responsible AI Design

Prototyping

Persona Development

Service Design

User Research

Journey Mapping

Wireframing / User-Flow

Design Systems

Accessibility

Stakeholder Management

User Story

Product Strategy

Coaching and Training Facilitation

Steve stepped into a complex, feedback-starved engineering tool and immediately brought leadership. He unified Product and Engineering stakeholders, shifting the team's view to see user design as critical to core product strategy, not just the interface. The result was a significantly more user-centric tool.

~ Design principle at Capital One

- Directed UX for a logistics platform across 6 Southeast Asian countries, designing tools for 1,000+ delivery agents and operations teams.
- Led integration of Grab Taxi and Ninja Van, achieving ~92% SLA compliance with tools for payment reconciliation and real-time tracking.
- Influenced research-driven practices in an engineering culture, enhancing usability testing and cross-functional rituals, improving adoption and reducing errors.

GET CRAFT
Content Marketplace Platform

Product Design Lead | Jakarta, Indonesia **|** Feb 2018 – Dec 2018

Built product roadmaps and marketplace features driving 5x revenue growth —led end-to-end design for multi-sided platform including internal tooling for content moderation and campaign management.

BLIBLI.COM
Leading Indonesian eCommerce Platform

UX Design Manager | Jakarta, Indonesia | Oct 2015 – Feb 2018

- Scaled UX team from 5 to 20 designers, establishing design operations and mentorship programs.
- Built company's first iOS/Android design system—created multi-platform component library for consumer apps and internal operational tools.
- Redesigned landing pages and emails generating $2K incremental daily revenue using A/B testing and conversion analytics.

EHARMONY
Content Marketplace Platform

UX Designer | Los Angeles, CA | Apr 2015 – Oct 2015 (Contract)

Improved mobile subscription flow via A/B testing, increasing conversion 10%—collaborated with researchers across iOS, Android, and mobile web.

SURFMYADS
Digital advertising platform

UX/UI Designer | Santa Monica, CA | Mar 2013 – Apr 2015

Improved mobile subscription flow via A/B testing, increasing conversion 10% —collaborated with researchers across iOS, Android, and mobile web.