

# Steve Sutanto

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Portfolios: [Project Highlights \(slides\)](#) | [stevesutanto.co](https://stevesutanto.co) (pass: **accessmywork**)

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## SUMMARY

Staff-level Product Designer with 12+ years designing complex B2B and internal systems across fintech, healthcare, and logistics. Specializes in owning ambiguous problem spaces, translating constraints into scalable workflows, and partnering closely with product and engineering to ship measurable outcomes. Experienced in platform design, automation, and decision-support systems, with a strong bias toward clarity, iteration, and async collaboration.

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## EXPERIENCE

### Associate UX Director — CapTech Consulting | Remote, USA | Dec 2021 – Present

- Owned end-to-end product design for a reliability platform used by 1,000+ engineers, defining workflows for incident triage, risk prioritization, and remediation; doubled active usage (+104%) and increased repeat engagement (+86%).
- Led redesign of clinical quality workflows, reducing submission time by 85% and turnaround from 14 to 3 days through clearer task flows and system feedback.
- Partnered closely with PMs and engineers to translate ambiguous operational problems into shippable product increments, balancing technical constraints and usability.
- Designed Salesforce-based operational workflows that reduced friction in renewals and cancellations; validated through training and QA.
- Prototyped an internal AI assistant to support product and design teams during discovery, improving access to responsible AI guidance and accelerating early design decisions.

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

- Designed Pfizer's clinical trial platform for researchers and participants, increasing engagement by 23% (page views) and 60% (click-through) by simplifying enrollment and education workflows across Web, iOS, and Android.
- Redesigned authentication flows for field agents and operations teams, achieving 37.5% faster load times (2.3s vs 4s) and reducing drop-offs through streamlined identity verification and offline-capable design.
- Translated stakeholder and user research into clear product requirements, balancing technical constraints with scalable, reusable UI components.

### Product Design Lead — Ninja Van | Singapore | Dec 2018 – Dec 2019

- Owned UX for logistics platforms across six Southeast Asian countries, designing driver apps, warehouse tools, and operational dashboards used by 1,000+ delivery agents.
- Led design for Grab × Ninja Van integration, enabling ~92% SLA compliance through improved payment reconciliation, real-time tracking, and SLA monitoring workflows.
- Designed for unreliable connectivity, multilingual interfaces, and time-sensitive decisions, reducing operational errors and improving adoption.

## **Product & Design Lead — GetCraft | Jakarta, Indonesia | Feb 2018 – Dec 2018**

- Owned product design for a multi-sided marketplace, delivering roadmap features and internal tooling that contributed to 5× revenue growth.
- Designed moderation and campaign management tools to support scale, operational efficiency, and faster partner onboarding.

## **UX Design Manager — Blibli.com | Jakarta, Indonesia | Oct 2015 – Feb 2018**

- Designed and scaled the company's first iOS and Android design system, creating a shared component library for consumer apps and internal tools.
- Led redesign of landing pages and lifecycle emails, generating ~\$2K in incremental daily revenue through **A/B testing and conversion optimization**.

## **UX Designer — eHarmony | Los Angeles, CA | Apr 2015 – Oct 2015**

- Improved mobile subscription and checkout flows, increasing conversion by 10% through A/B testing across iOS, Android, and mobile web.

## **UX/UI Designer — Surfmyads | Santa Monica, CA | Mar 2013 – Apr 2015**

- Designed responsive UIs and scalable content systems supporting SEO-driven growth and ad delivery workflows.

## **UI & Production Designer — Rocketfrog Interactive | West L.A. CA | Sep 2011 – Sep 2012**

- Designed co-branded social gaming experiences on Facebook, integrating partner brand requirements into end-to-end user flows and interactive features that improved engagement and retention.
- Collaborated with founders on pitch visuals and built efficient asset-delivery workflows for developers, improving handoff speed and implementation consistency.

## **Design Intern — Warner Bros. Entertainment | Burbank, CA | Sep 2011 – Sep 2012**

- Supported consumer products and interactive marketing teams with graphic design and web layouts for digital campaigns tied to major film releases.
- Collaborated with cross-disciplinary teams and assisted with QA and device testing across mobile, tablet, and desktop experiences.

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## **EDUCATION**

- Associate of Science (A.S). Web Design & Interactive Media — The Art Institute of California, 2011
- Bachelor of Arts (B.A) Photography — The Art Institute of Colorado, 2007

## **CERTIFICATIONS**

- GenAI Fundamentals for UX Designers + Researchers — Udemy, 2025
- CX Foundations Certification — Forrester, 2021

## **SKILLS**

Product Design | Product Strategy | Systems & Platform Design | Workflow & Automation Design | Information Architecture | Interaction Design | Design Systems | High-Fidelity Prototyping | User Research | Usability Testing | Experimentation & A/B Testing | Data-Informed Design | Analytics & Root Cause Analysis | Cross-Functional Collaboration (PM & Engineering) | Async Collaboration | SaaS & Enterprise Platforms | Internal Tools | Salesforce / CRM | Figma | Miro | Lucidchart | Generative AI | Responsible AI