



Steve Sutanto

PRODUCT DESIGNER & STRATEGY

*focused on complex systems,
clarity, and scale*

12+ years designing enterprise and consumer platforms across fintech, healthcare, and SaaS. I specialize in turning ambiguity into clear, usable systems through strong UX strategy, close collaboration with engineering, and pragmatic execution.

Selected Enterprise & Platform 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 brings thoughtful, big-picture thinking and multiple approaches that directly contributed to product success.

— *Senior Program Manager, Sunbelt Rentals*

“

Steve’s work on the Observability tool significantly elevated the product. The updated design delivered immediate impact and improved how users experience the platform.

— *Product Partner, Platform UX, Capital One*

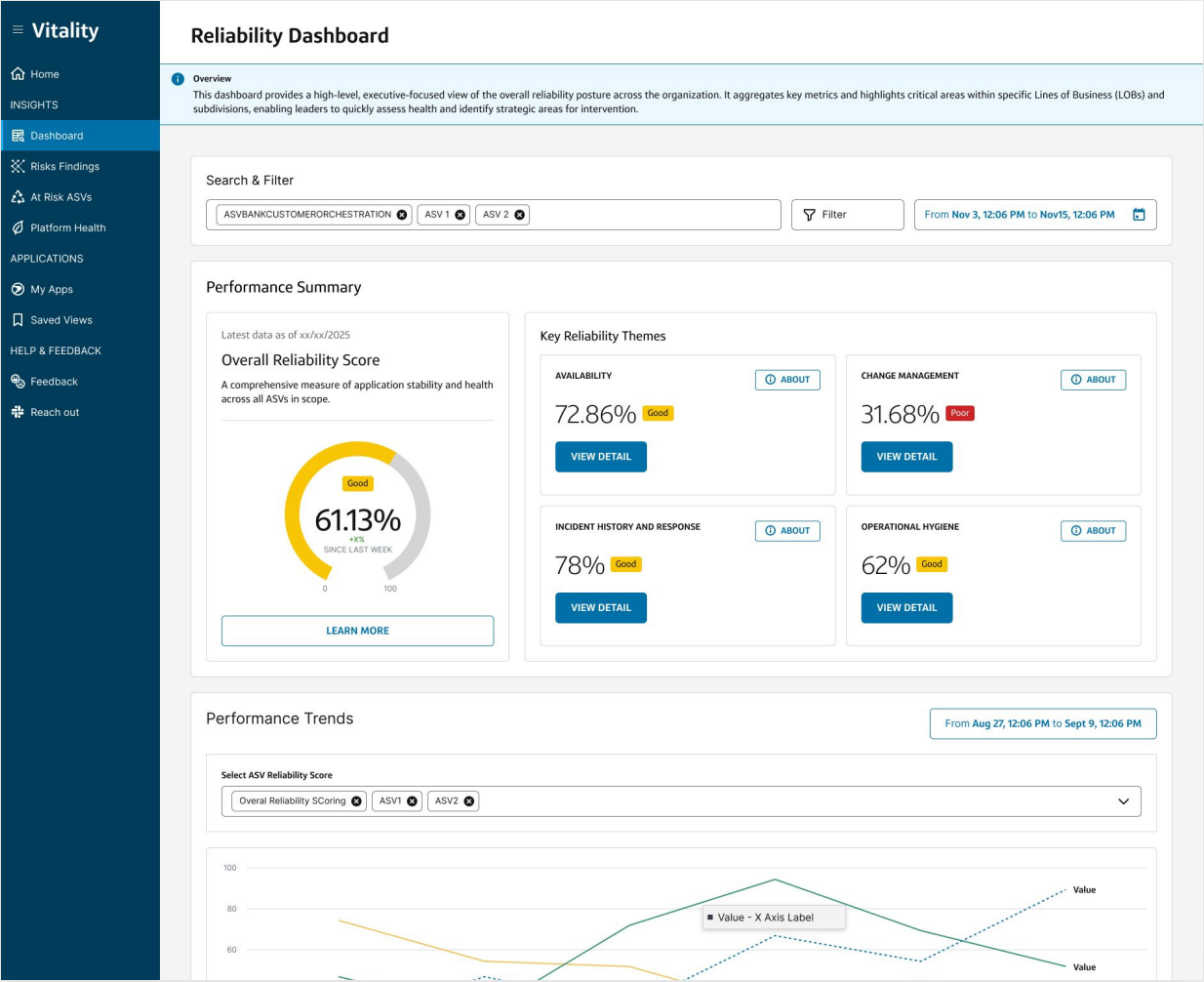
CAPITAL ONE

Bridging Observability and Reliability Gap for Error Free Applications

The Bank’s Operations Excellence (OpEx) team set out to unify system observability and application reliability into a single internal platform used by engineers and reliability teams.

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

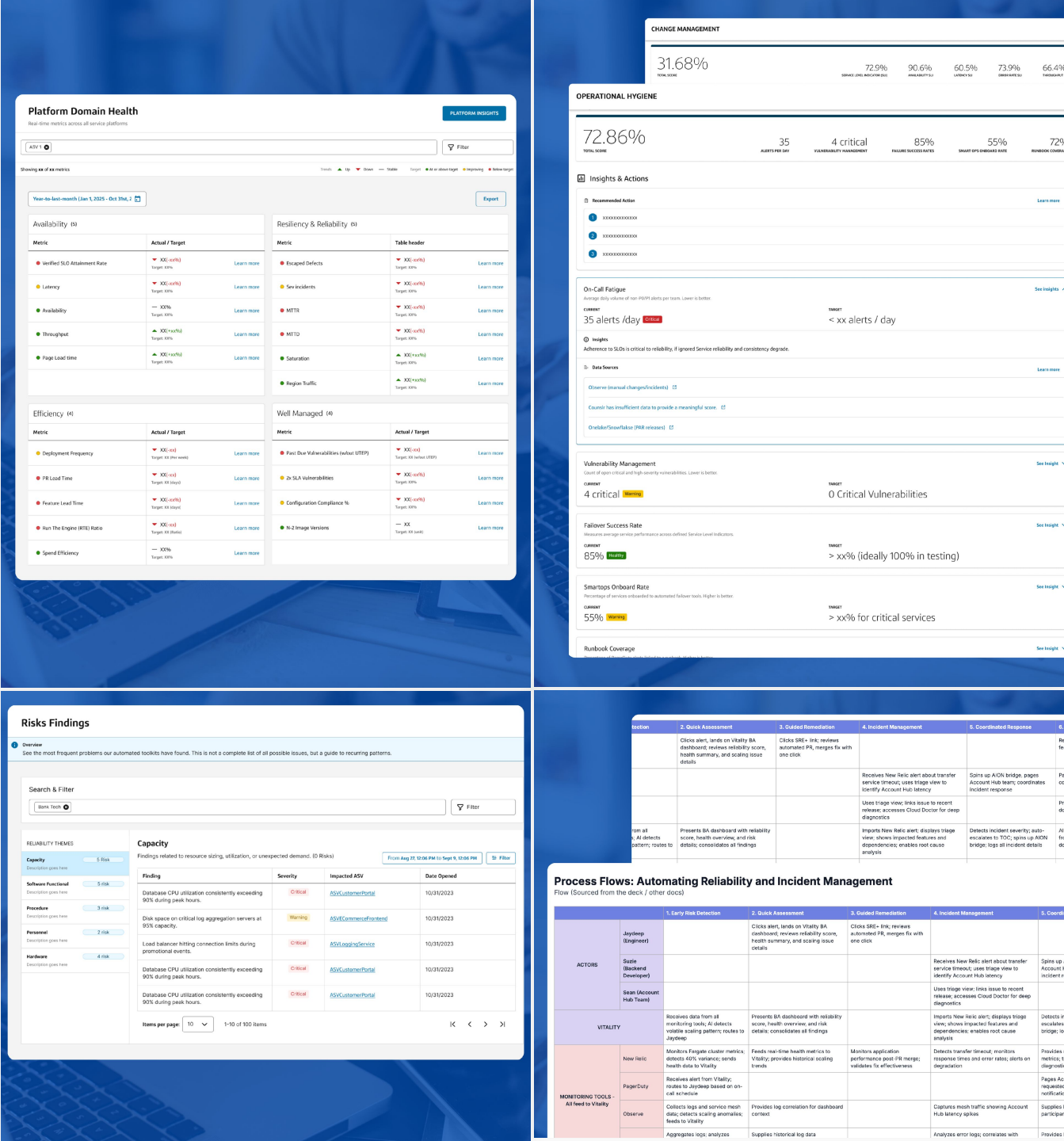
CAPITAL ONE

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



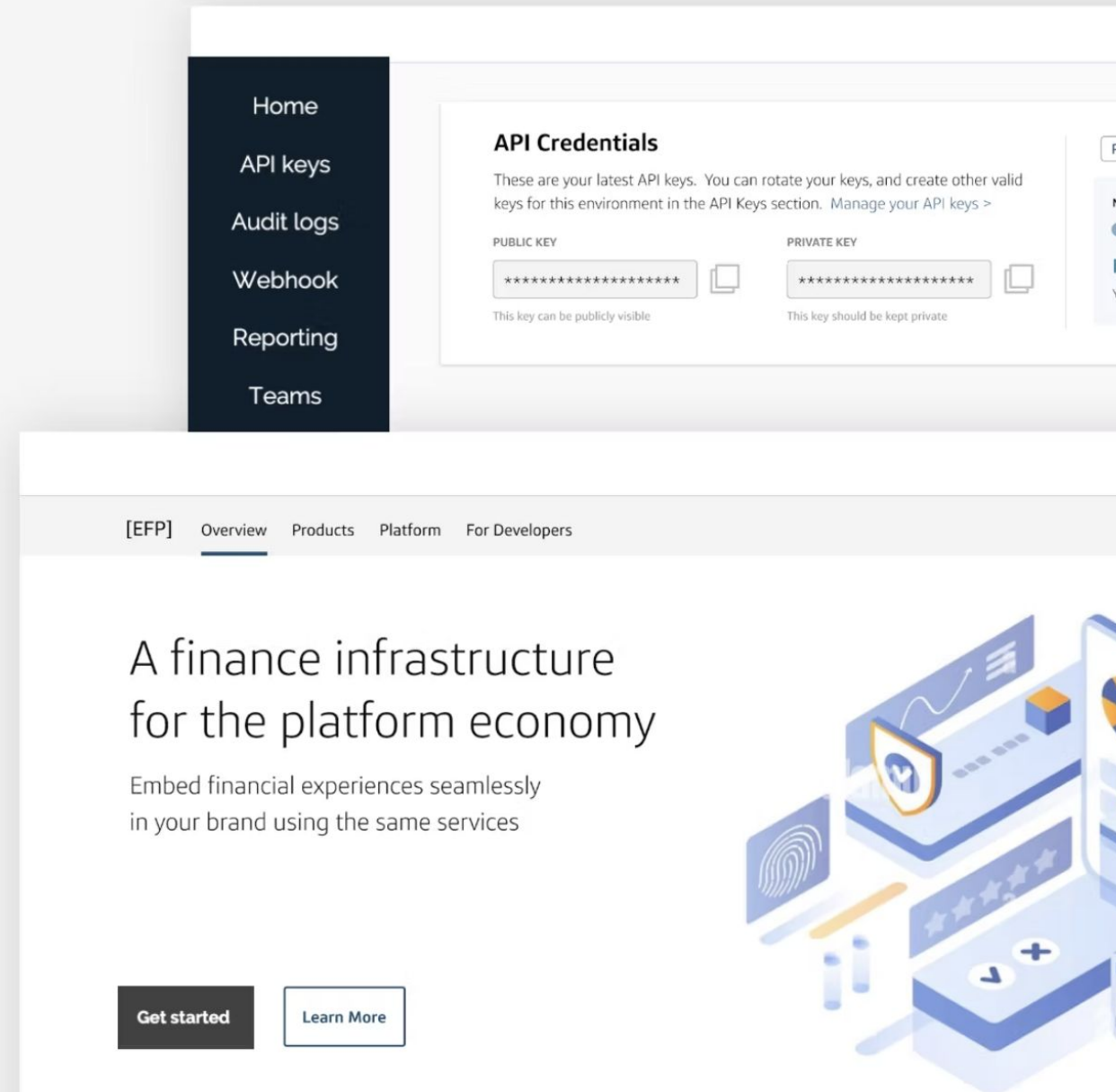
CAPITAL ONE

Product Discovery: Embedded Finance Platform

Early-stage product discovery for an embedded finance platform supporting external eCommerce merchants and internal lines of business.

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



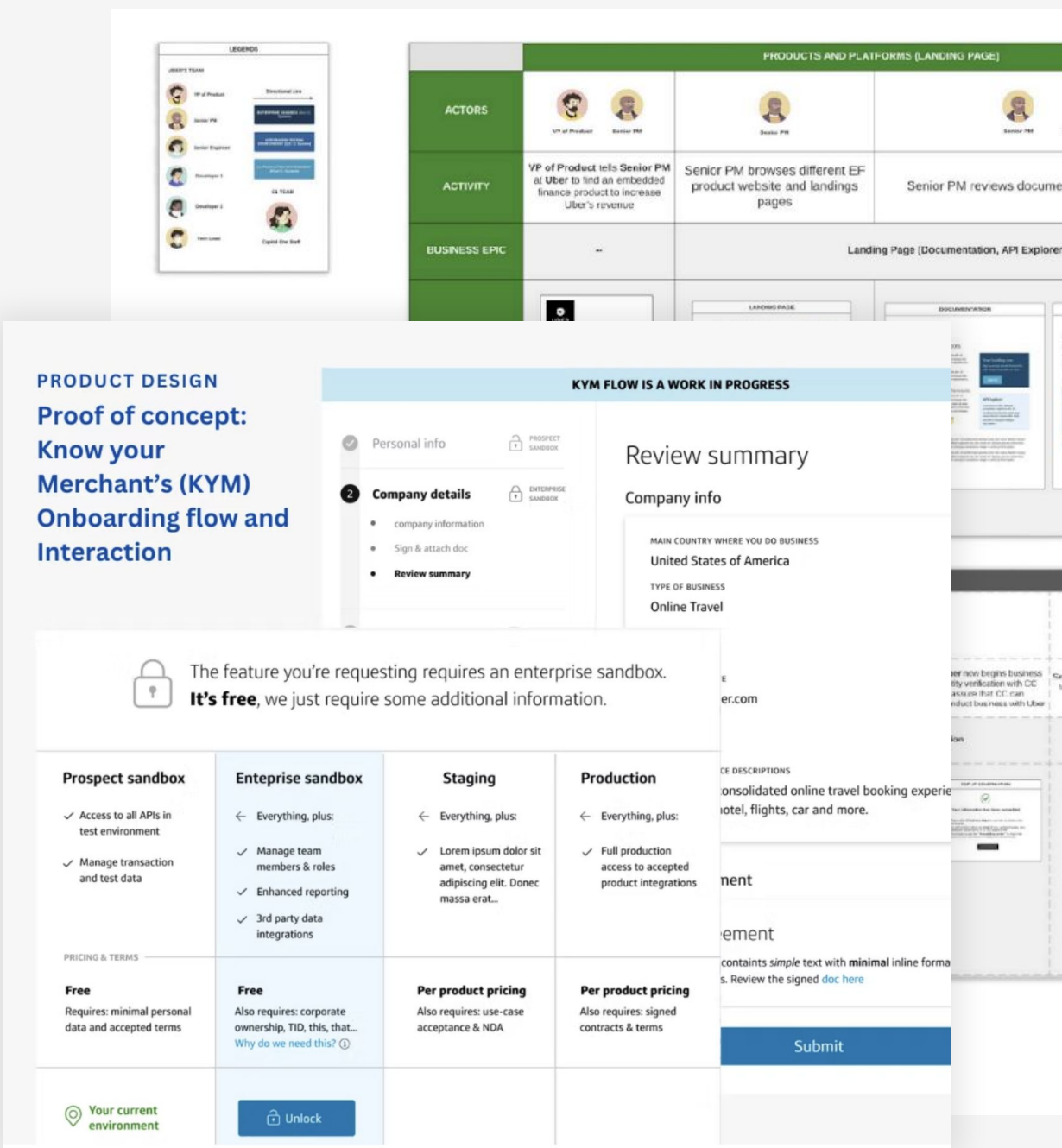
CAPITAL ONE

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



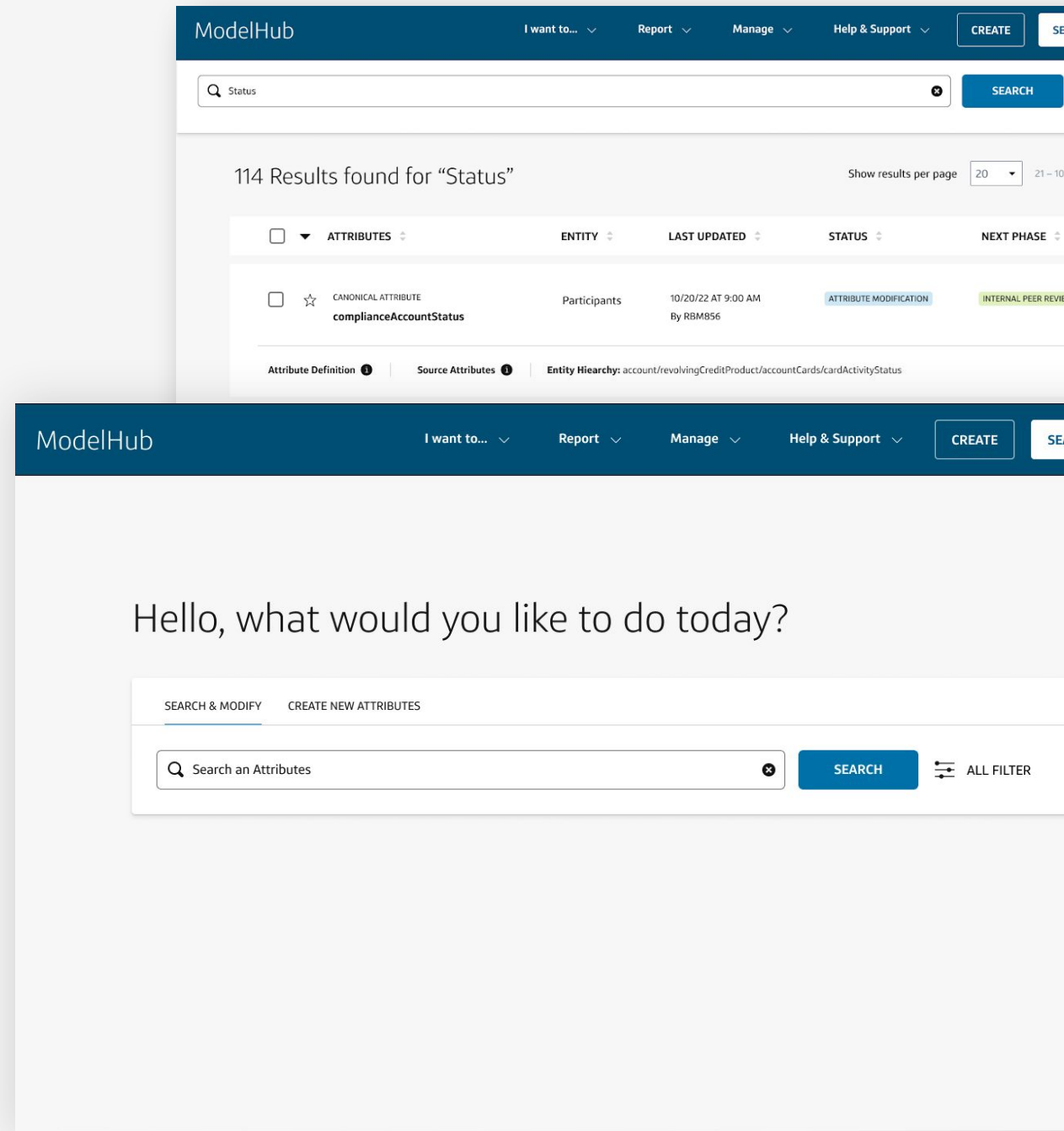
CAPITAL ONE

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

Create New Attributes

ATTRIBUTES

ENTITY

LAST UPDATED

STATUS

NEXT PHASE

☆

CANONICAL ATTRIBUTE

complianceAccountStatus

Participants

10/20/22 AT 9:00 AM
By RBM856

ATTRIBUTE MODIFICATION

INTERNAL PEER REVIEW

Attribute Definition

Source Attributes

Entity Hierarchy: account/revolvingCreditProduct/accountCards/cardActivityStatus

☆

CANONICAL ATTRIBUTE

chipReadStatus

Transactions

10/18/22 AT 12:00 PM
By LQV521

LOB APPROVAL

EPX APPROVAL

Research Info

The Attributes

- Canonical Attributes
- Metadata

Transformation

Add Metadata

Attribute Data TypeString

Attribute RegEx Pattern^[a-zA-Z0-9_]*\$

Attribute ExampleAccount closed at consumer's request, no open disput

Attribute Default ValueN/A

Attribute Acceptable Value (optional)concatenation of AM01_CB_COMPLIANCE_COND_CODE + "_ Not Found"Account closed at consumer's request, no open disputeAccount information disputed by consumerAccount closed at consumer's request and in dispute under FCRAAccount closed at consumer's request and dispute investigation completedAccount dispute investigation completed and either closed by credit grantor or remains openRemoves the most recently reported Compliance Condition Code

Minimum Length0

Maximum Length100

Standardized LabelTokenized Bank Account Number

Standardized Analytical'tokenized_bank_account_number

Is Attribute Required?

Is Attribute Nullable?

Is YWAML Completed?

Is UML Completed?

Add Use Case

Link Use CaseProject Midnight

Sub-Use CaseMidnightOmnibusFraudApp

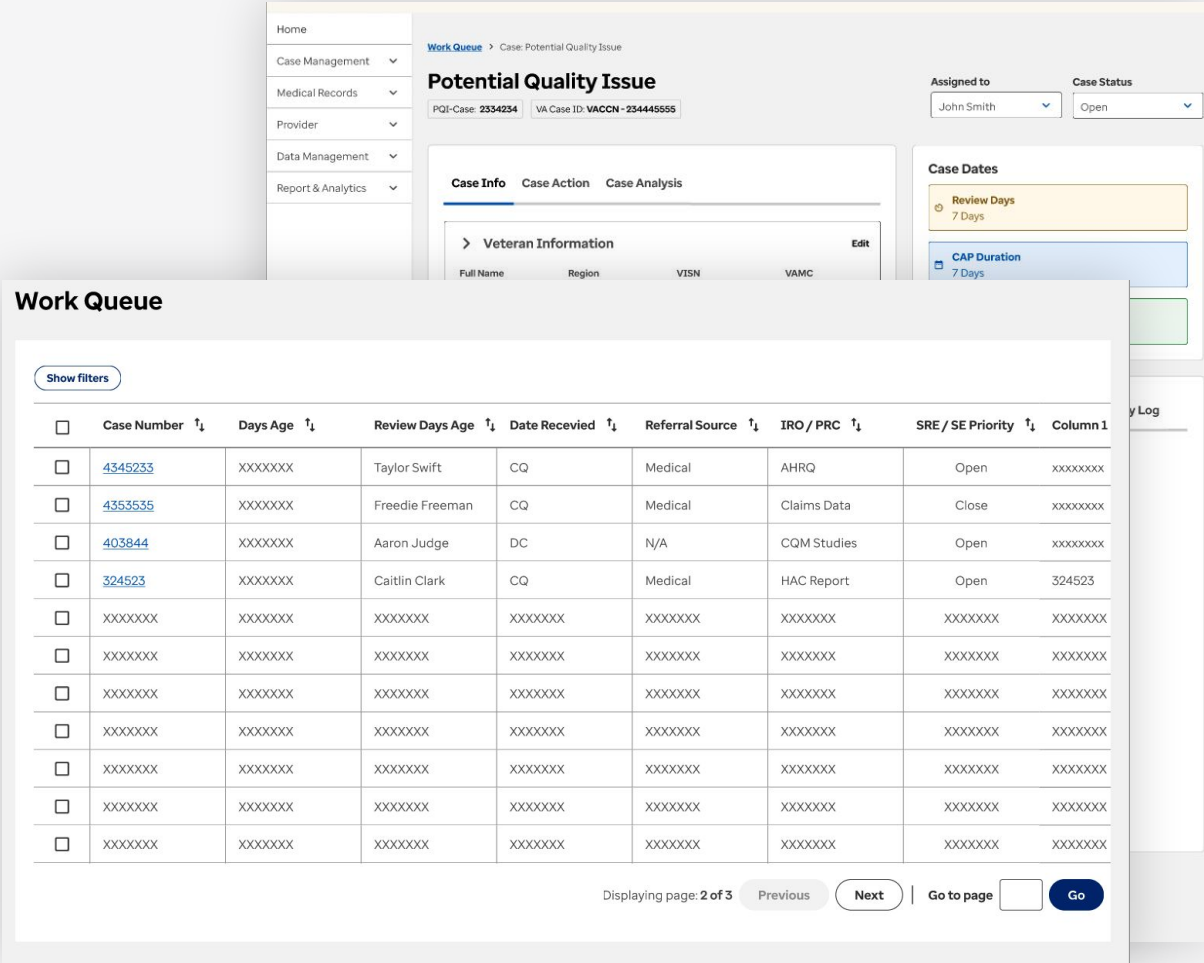
OPTUM SERVE

Enhanced Efficiency by Revamping the Clinical Quality Tool

Modernization of a legacy clinical quality platform used across 16+ roles of Clinical Quality team.

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.

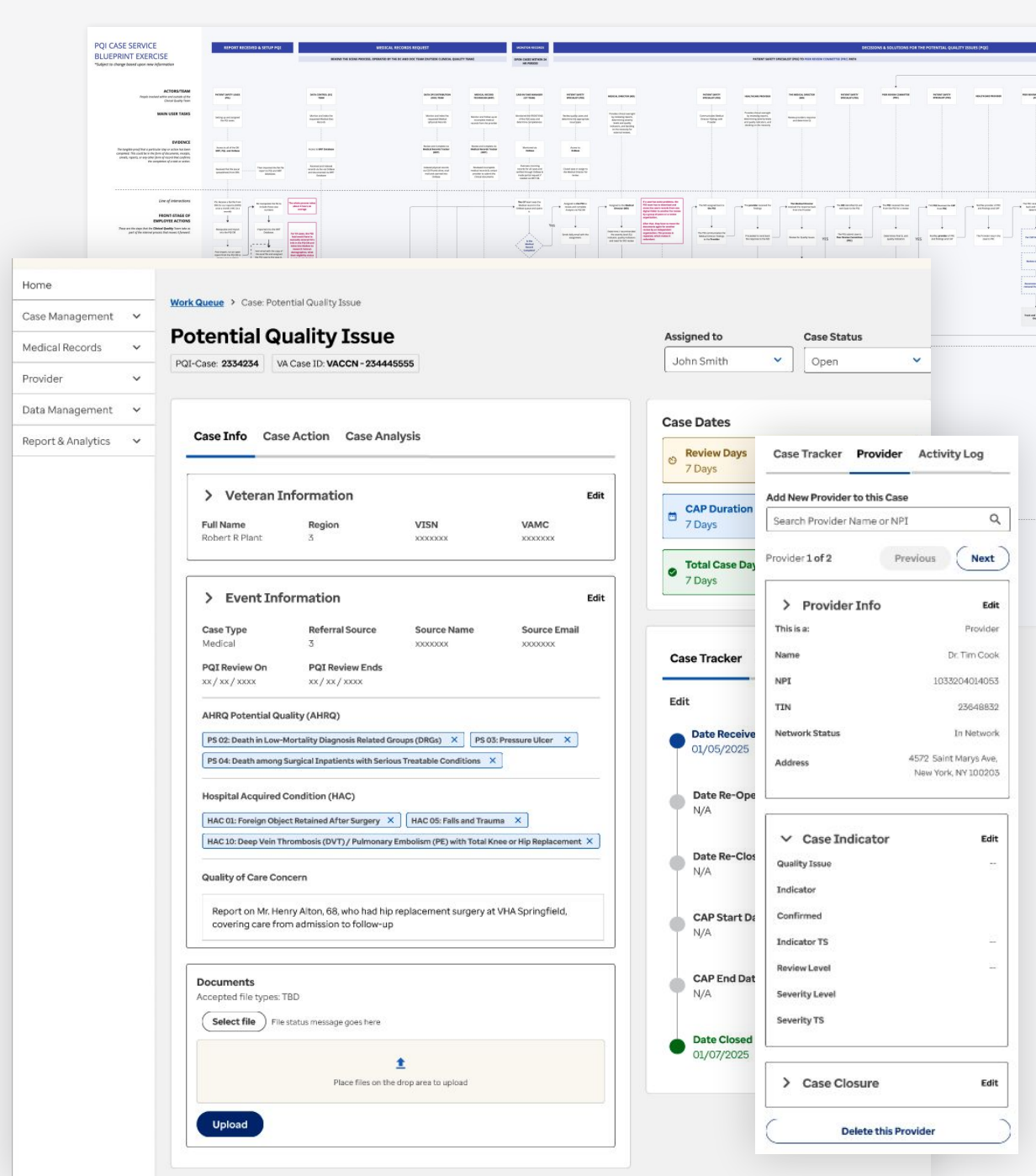
OPTUM

Enhanced Efficiency by Revamping the Clinical Quality Tool

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

CONTRIBUTIONS

- 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



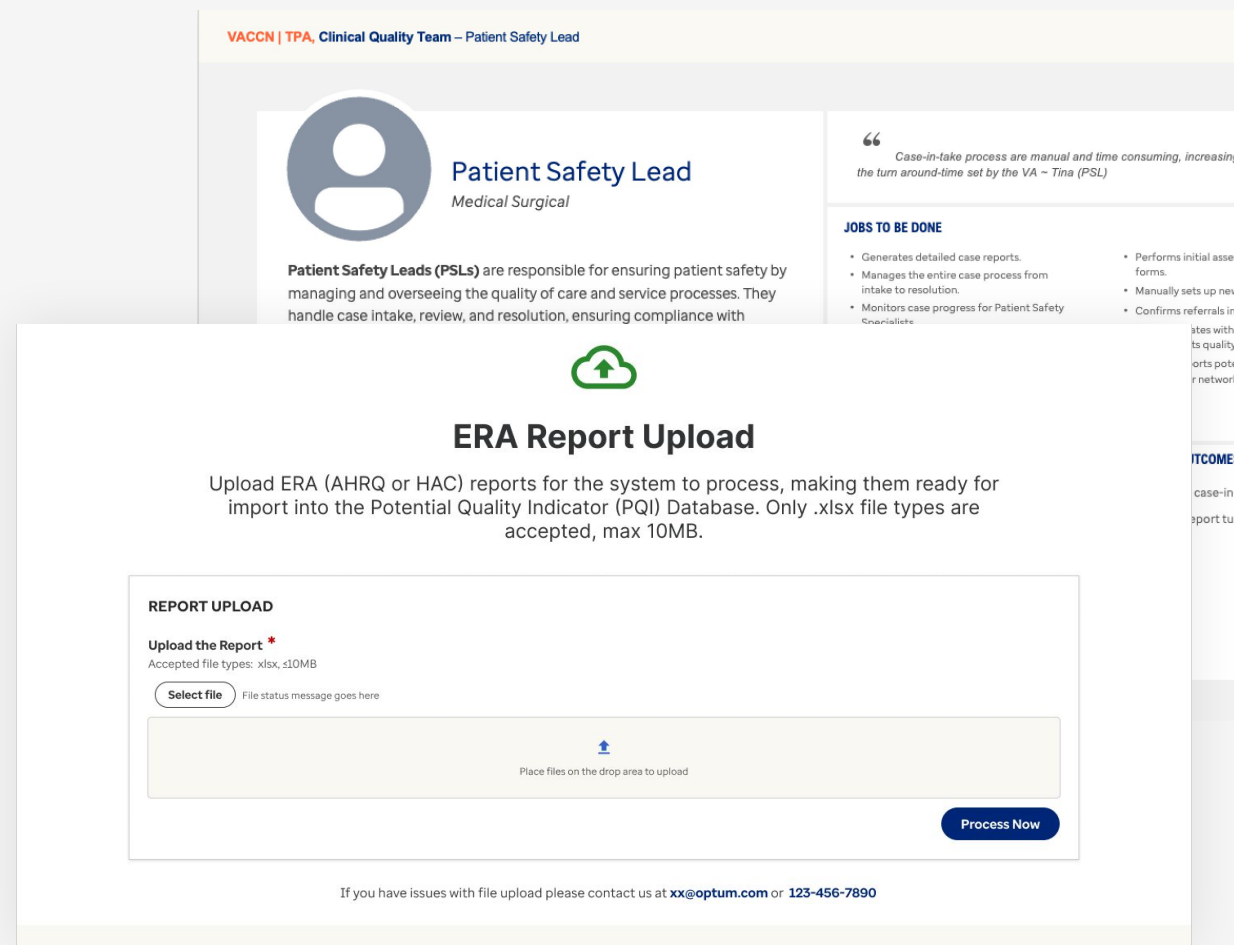
OPTUM

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.

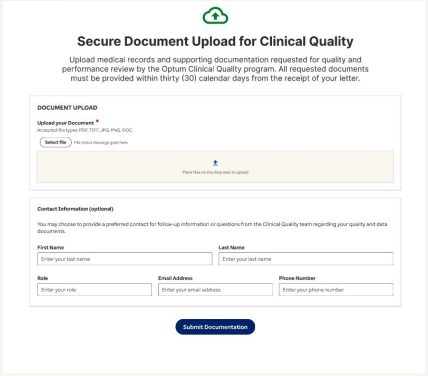
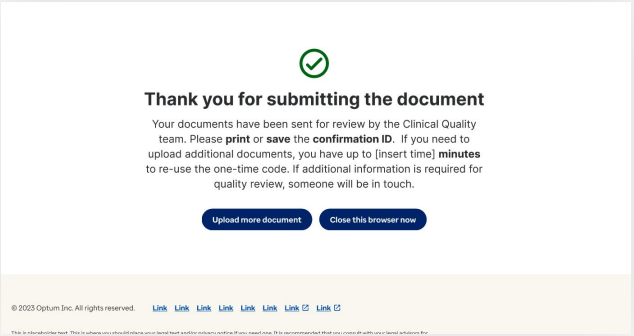
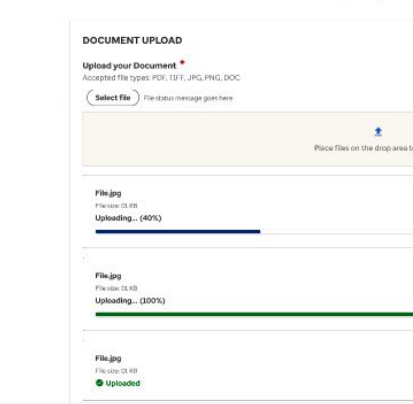
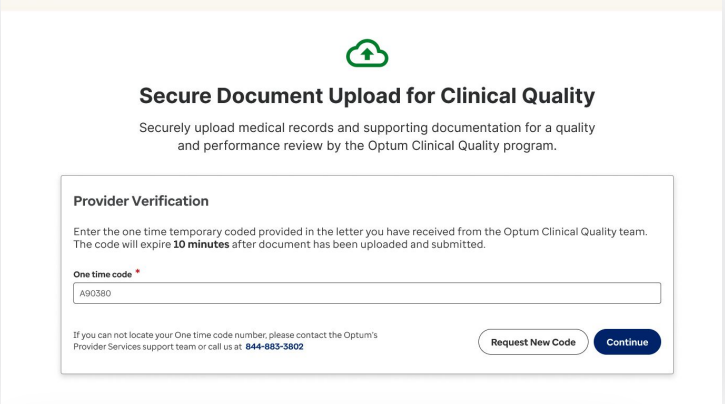
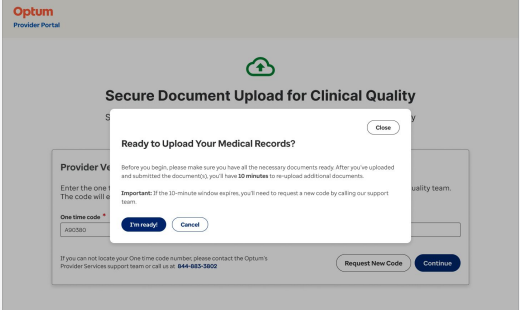
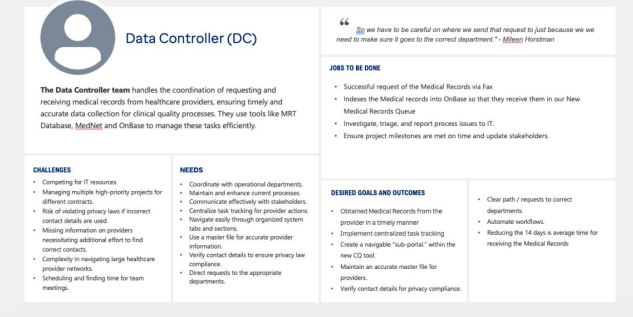
OPTUM

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



SUNBELT RENTALS

Salesforce: Pricing Process Automation

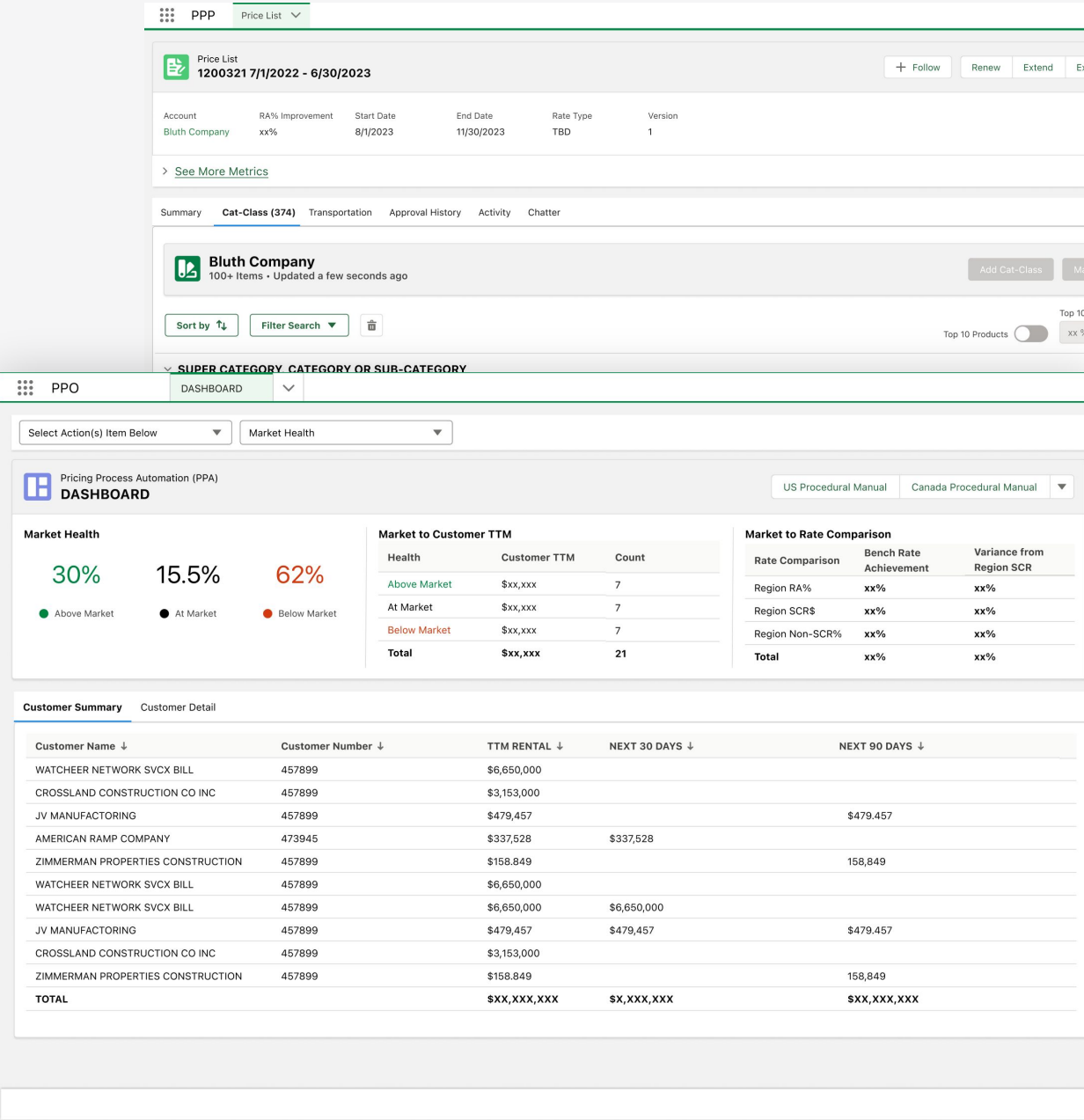
Redesign of pricing renewal, extension, and cancellation workflows within Salesforce.

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



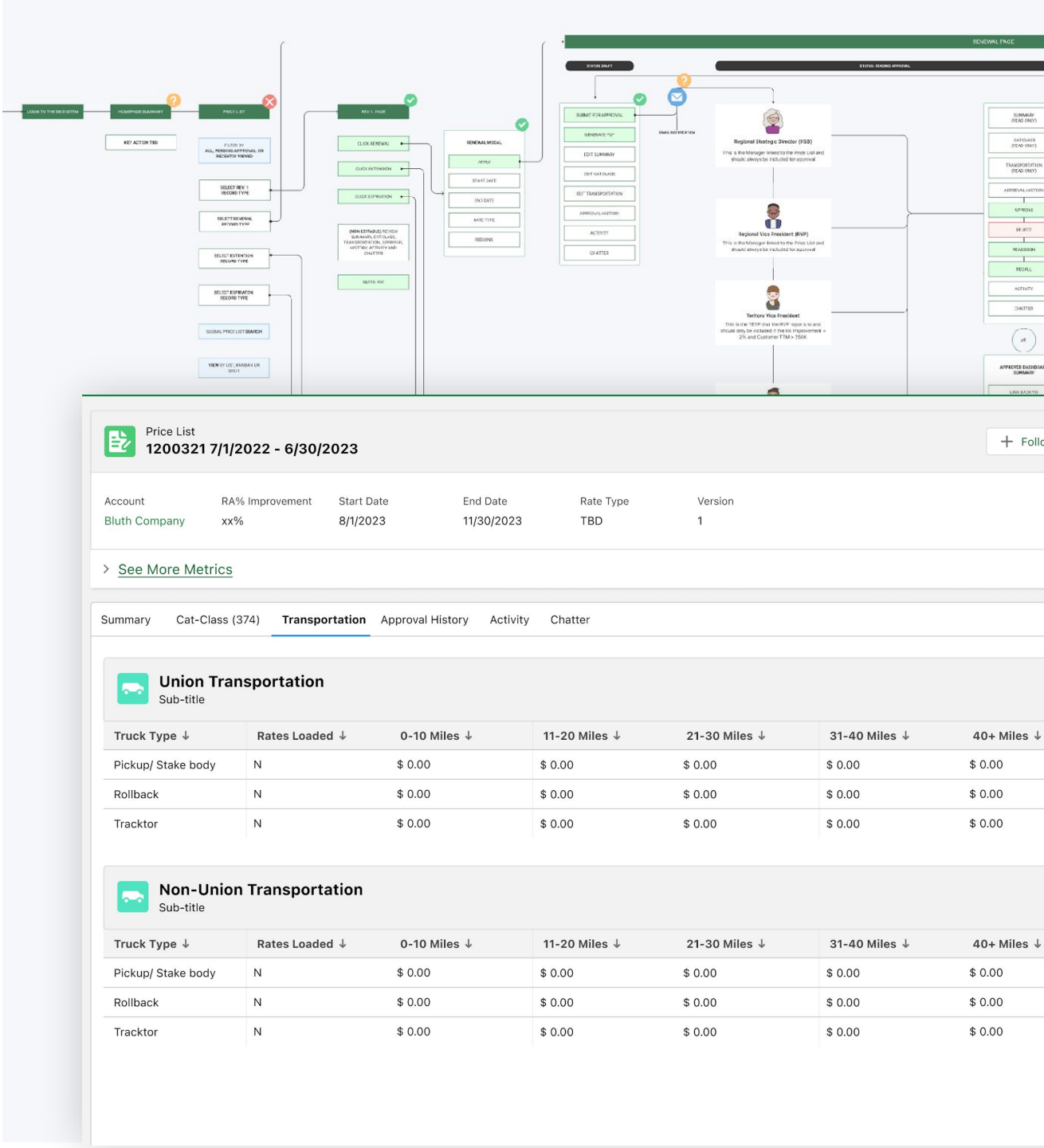
SUNBELT RENTALS

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



Selected **Additional** Work



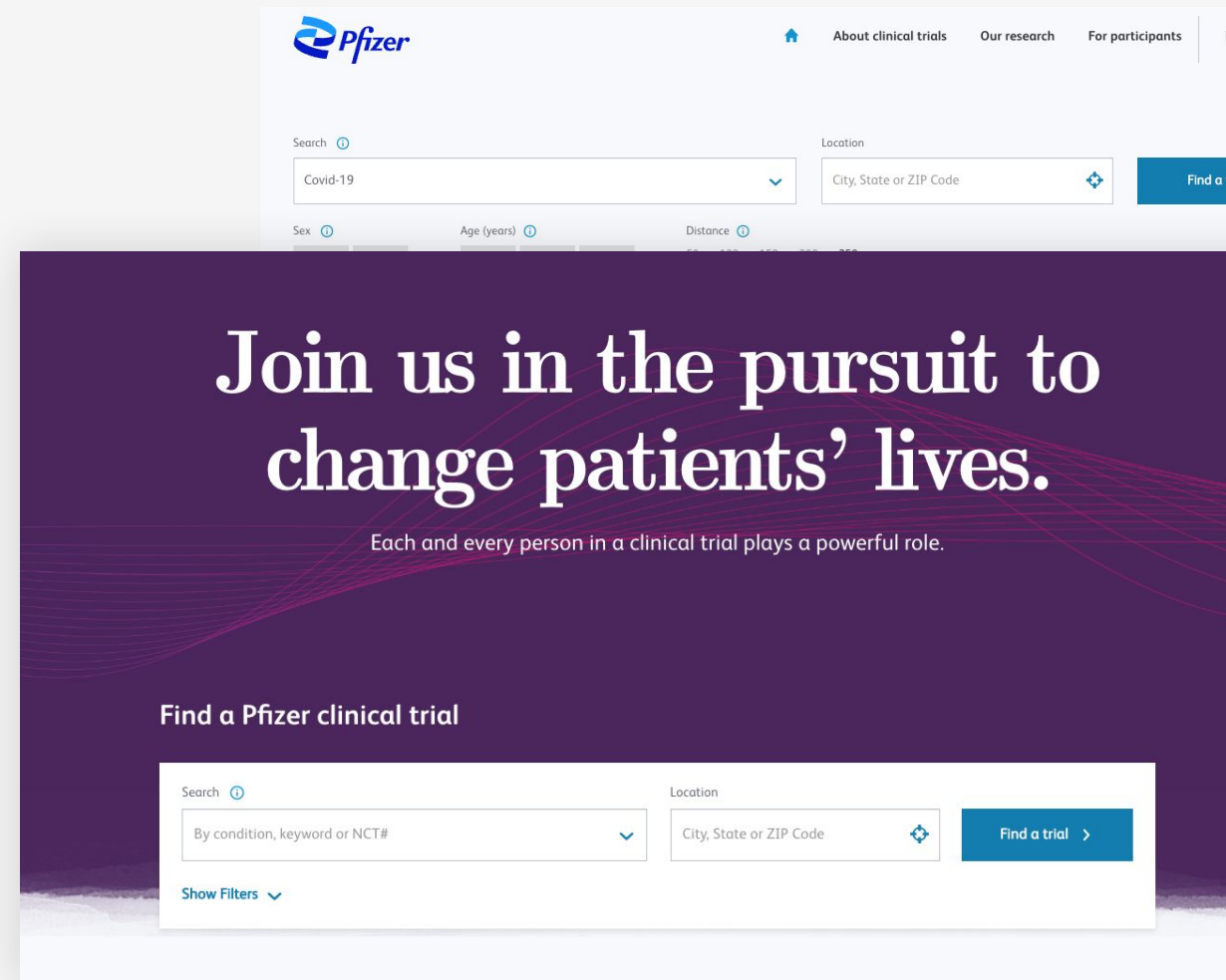
PFIZER

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

Enterprise healthcare platform supporting patient recruitment and enrollment for global clinical trials.

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

- o Relief from her symptoms and the physical (itchiness and skin patches) and emotional (embarrassment) burdens that go with them
- o 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**
 - o I want to know if the risk of a trial is worth the relief I could get if the treatment is effective
 - o I want to know if this treatment will be more effective or convenient than others I’ve tried
 - o I want to know if a trial will interfere with my work schedule and daily routine
- DURING TRIAL**
 - o 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)
 - o I want logistical help with balancing the demands of participating in a trial with my daily work schedule
 - o 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**
 - o I how the study turned out and if this product will get FDA approval
 - o I want to know if I can continue treatment with the investigational product if it was helping me
 - o I want to feel appreciated for my contributions and to stay connected with the trial

HOW TO FIND A TRIAL

LEARN ABOUT TRIALS

SUPPORT & RESOURCES

TRIAL RESULTS

Questions about Participating in a Clinical Trial? [CONTACT US](#)

Recruiting

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

NCT3268403

2

About This Study

This is a multicenter, open label, Phase 1b study in patients with mBC. This study will have a dose escalation to identify the maximum tolerated dose (MTD) of the combination of gedatolisib plus palbociclib/fulvestrant.

How Long Will I be in the Trial?

This study may last up to 9 weeks and include daily visits up to day 28, and follow-up visits by phone.

Recruiting location closest to me

University of Alabama at Birmingham

Birmingham, Alabama, 35233, United States (5 Miles of 35238)

Contact Pfizer Call Center for Enrollment 1-800-718-1021

Study Locations

- University of Alabama at Birmingham
Birmingham, Alabama, 35233, United States (5 Miles of 35238)
 - Recruiting
- University of Alabama at Birmingham
Birmingham, Alabama, 35233, United States (5 Miles of 35238)
 - Recruiting

[SEE MORE LOCATIONS](#)

Pfizer Participant Platform

V1 SITEMAP

[HOME](#)

ABOUT TRIALS

Educational Content Hub targeting info-seekers

- FAQs
- How Clinical Trials Work
- What to Expect in a Clinical Trial
- Protecting Your Safety & Privacy
 - Our COVID-19 Response
- For Caregivers of Adults
- For Parents

OUR RESEARCH

Landing page includes starters to all available pages & PCRU page

- Cancer
- Cardiovascular Conditions
- Diabetes & Other Metabolic Conditions
- Immune Systems Conditions
- Infectious Diseases
- Neurological Conditions
- Pediatrics
- Rare Diseases
- Skin Conditions
- Vaccines
- Our Research Units (PCRU)

Our research

[Visit Our Research page](#)

Inflammation & Immunology

Internal Medicine

EHARMONY

Reimagining First Connections: Chat Feature for eHarmony

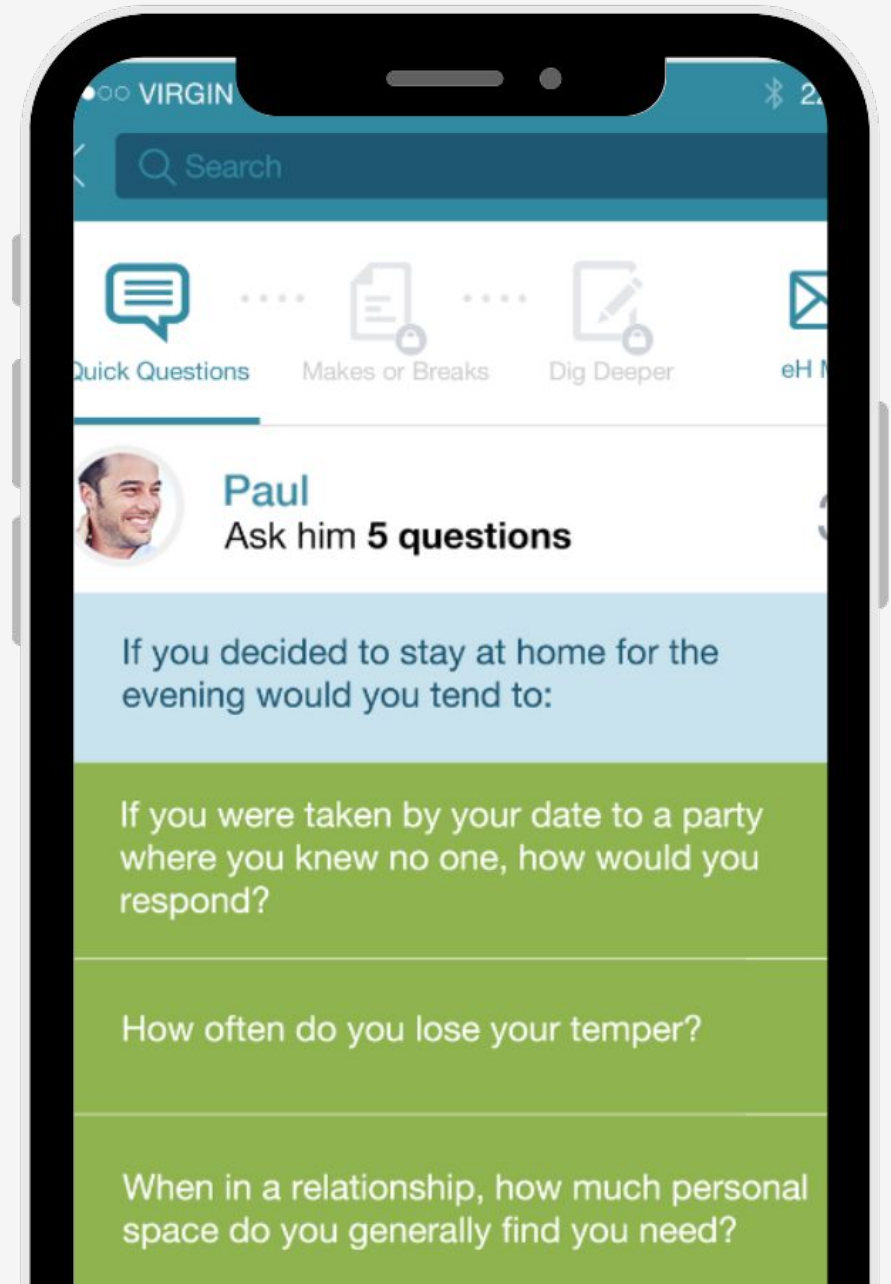
Consumer matchmaking platform focused on improving early user engagement and conversation quality.

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



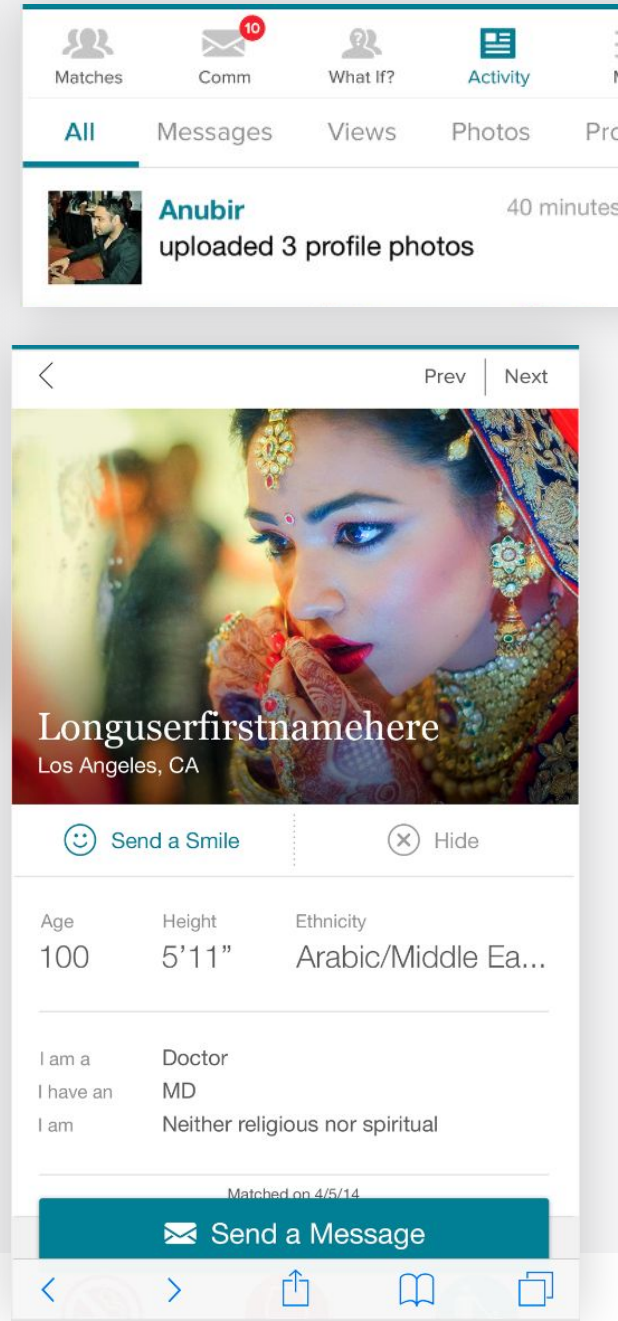
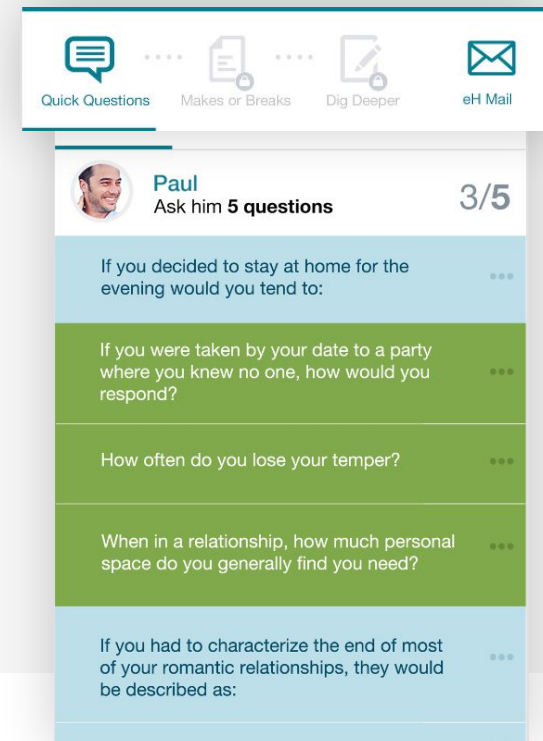
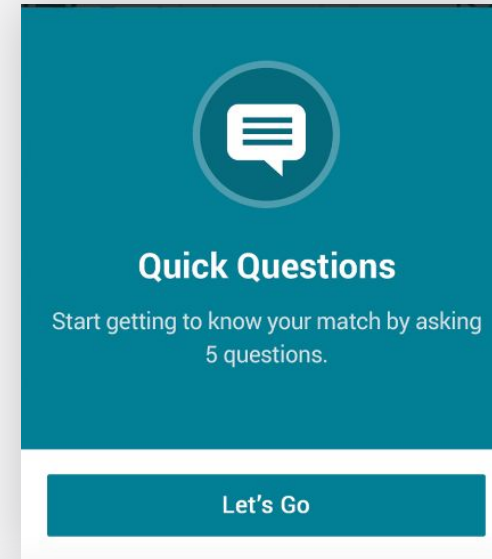
EHARMONY

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

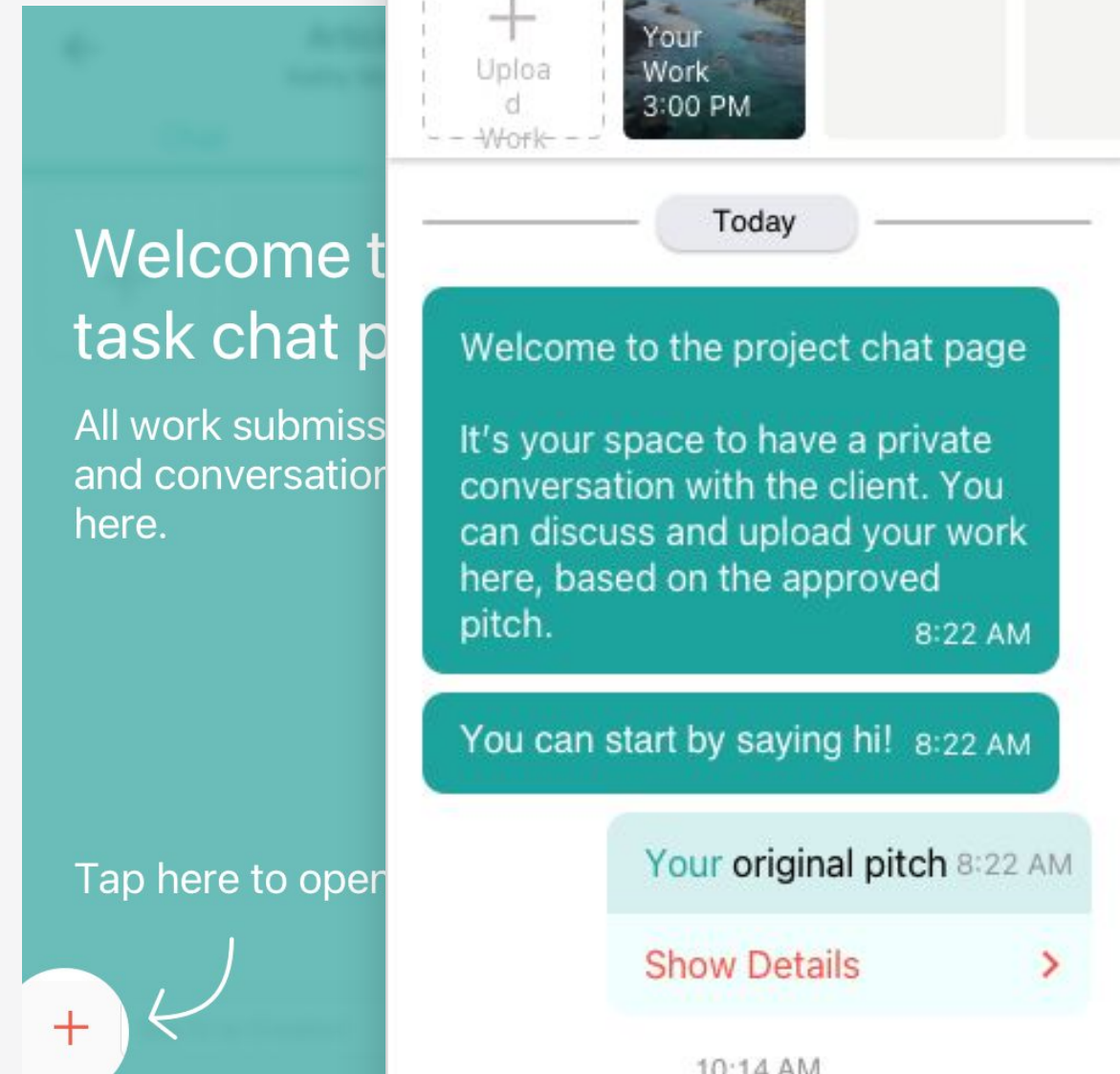
Marketplace connecting brands and creators, previously dependent on manual internal coordination.

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

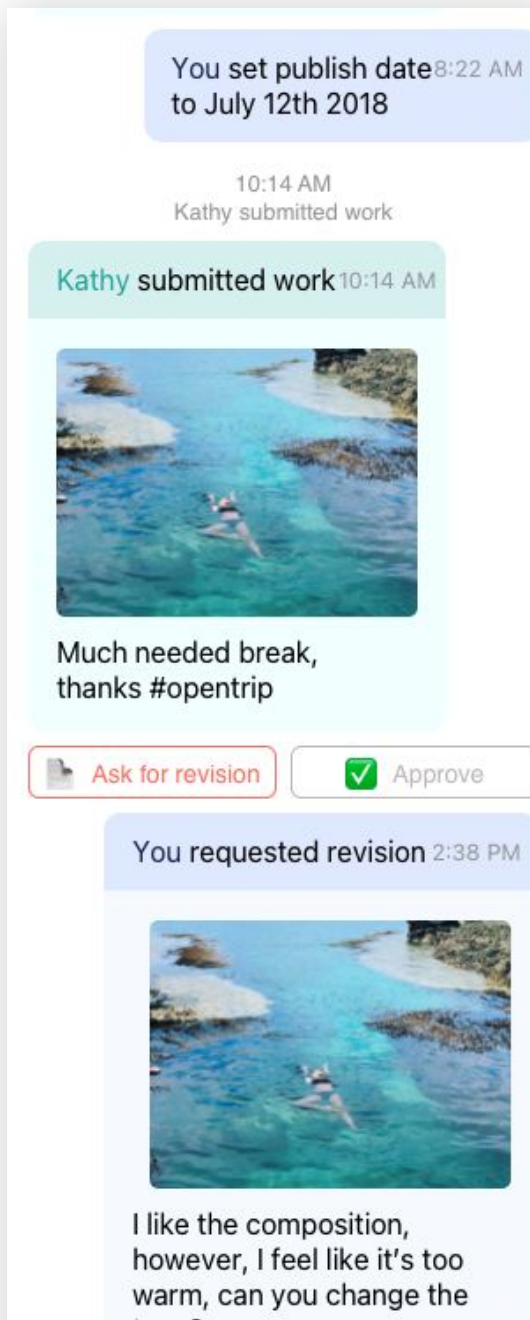
Simplifying Creative Collaboration: Chat Feature for GetCraft

Role: Product & Design Lead

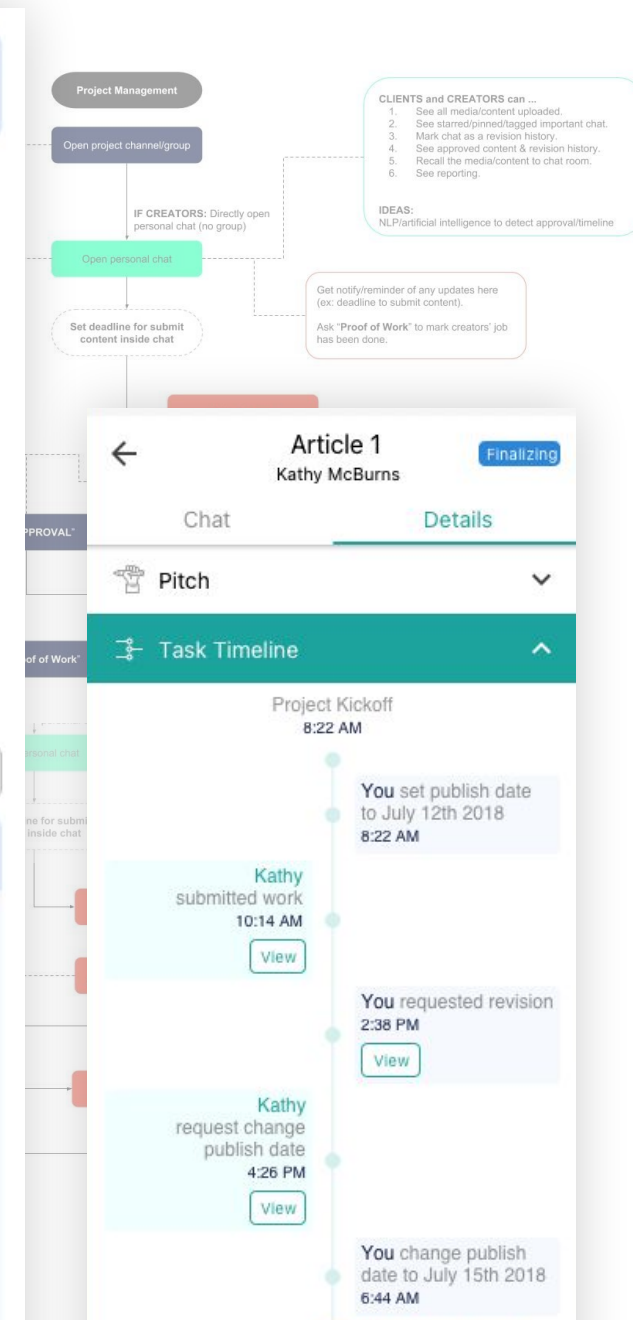
CONTRIBUTIONS

- 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



NINJA VAN

Optimizing Delivery Driver Experience

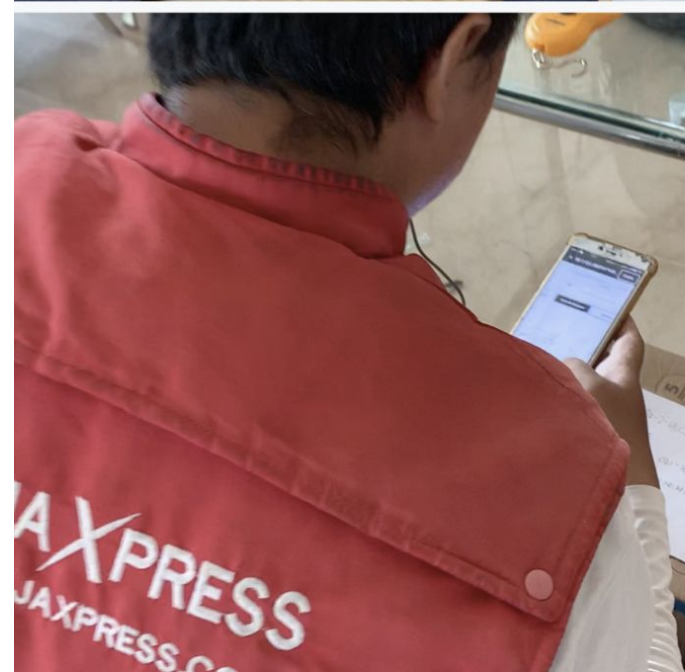
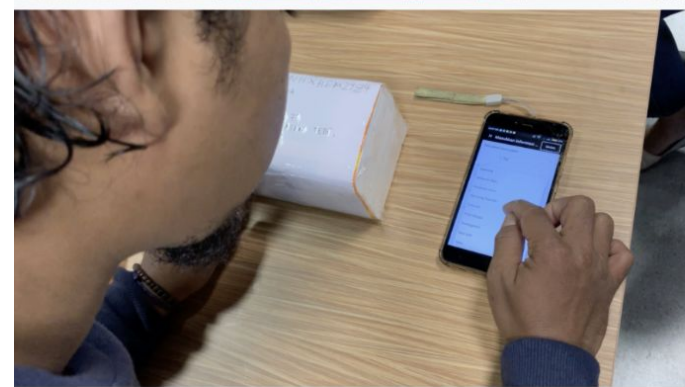
Logistics platform supporting last-mile delivery drivers operating in fast-paced, real-world conditions.

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



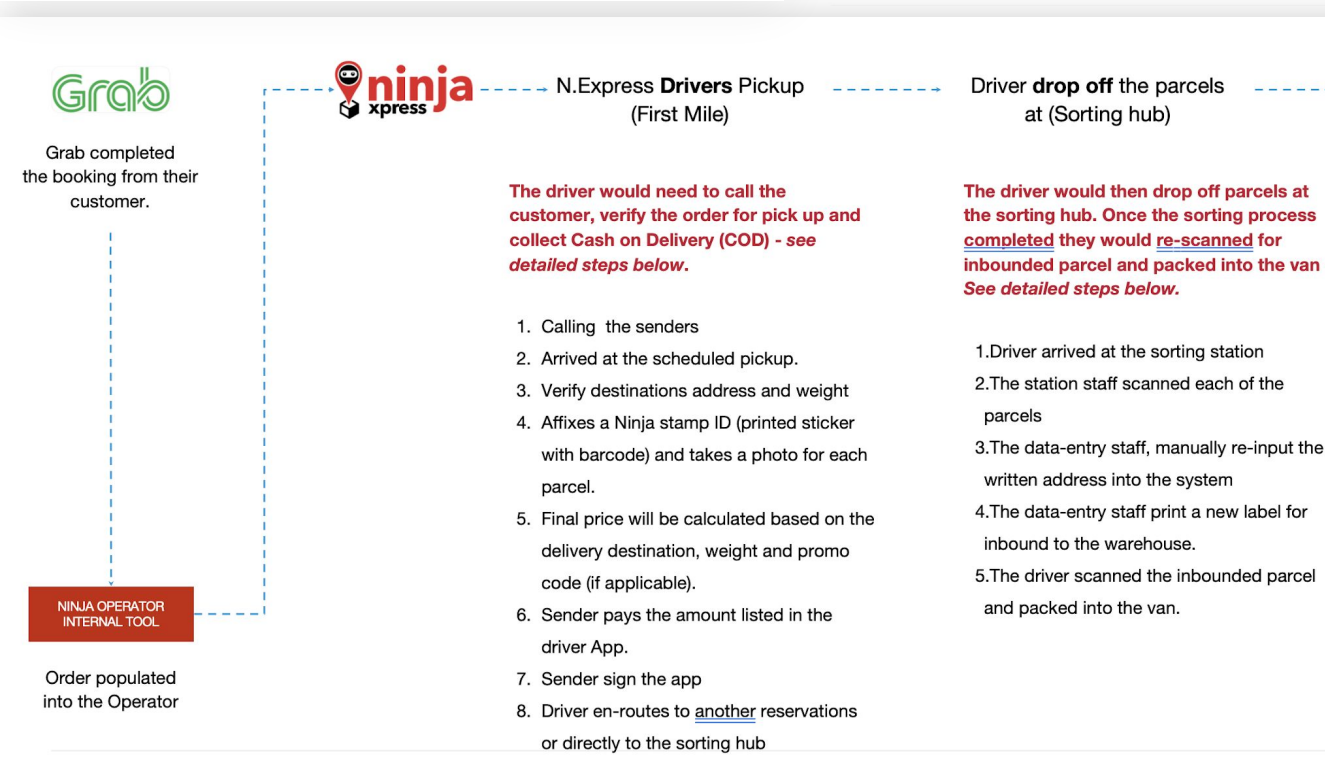
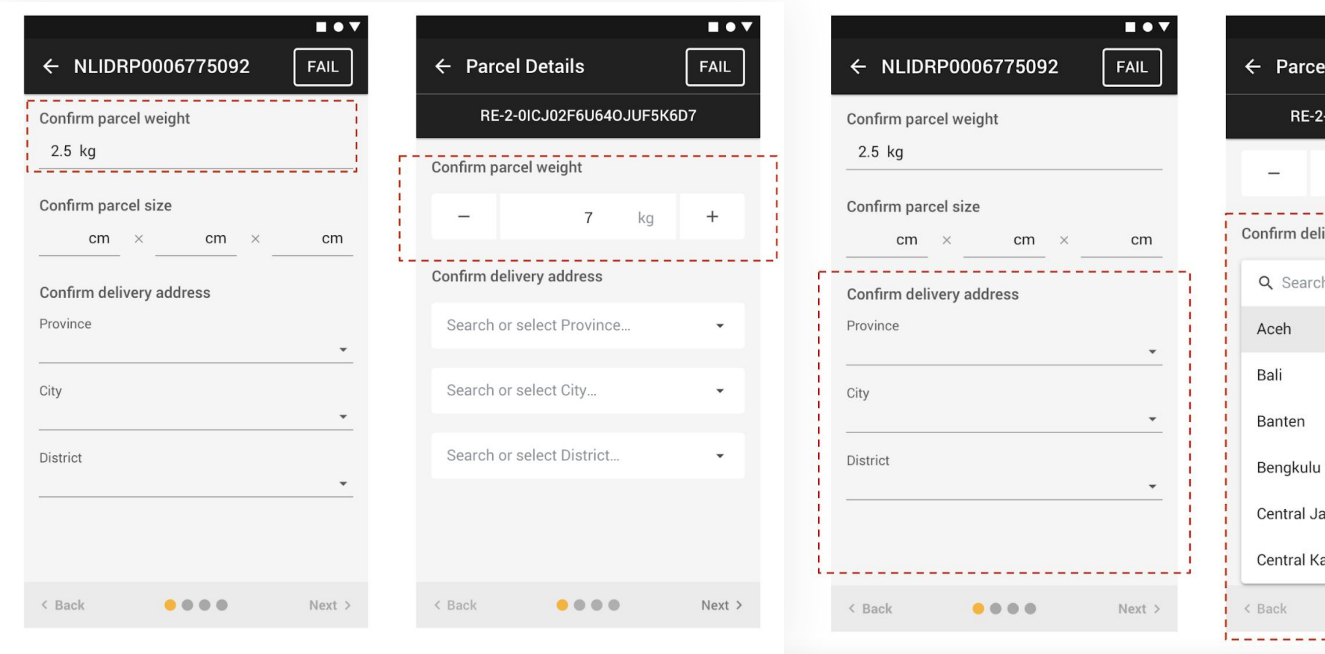
NINJA VAN

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.

📍 City or zip/postal code

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.

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