



# 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

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# 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

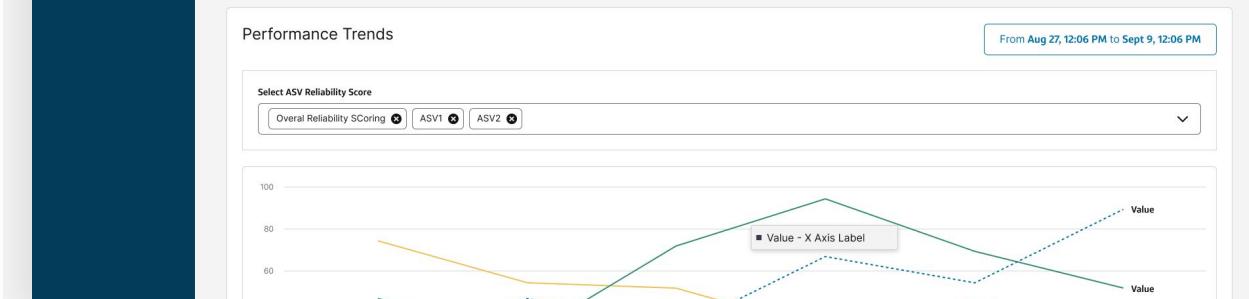
# Bridging Observability and Reliability Gap for Error Free Applications

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

The screenshot shows the Vitality Reliability Dashboard. The left sidebar includes links for Home, Insights, Dashboard (which is selected), Risks Findings, At Risk ASVs, Platform Health, Applications, My Apps, Saved Views, Help & Feedback, Feedback, and Reach out. The main content area has a header 'Reliability Dashboard' with an 'Overview' section. It features a 'Search & Filter' bar with dropdowns for ASV BANK CUSTOMER ORCHESTRATION, ASV 1, ASV 2, and a date range from Nov 3, 12:06 PM to Nov 15, 12:06 PM. Below this is a 'Performance Summary' section with a circular gauge showing an 'Overall Reliability Score' of 61.13% (Good) since last week. It also includes sections for 'Key Reliability Themes' (Availability: 72.86% Good, Change Management: 31.68% Poor), 'Incident History and Response' (78% Good), and 'Operational Hygiene' (62% Good). Each theme has a 'VIEW DETAIL' button and an 'ABOUT' link.



**+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

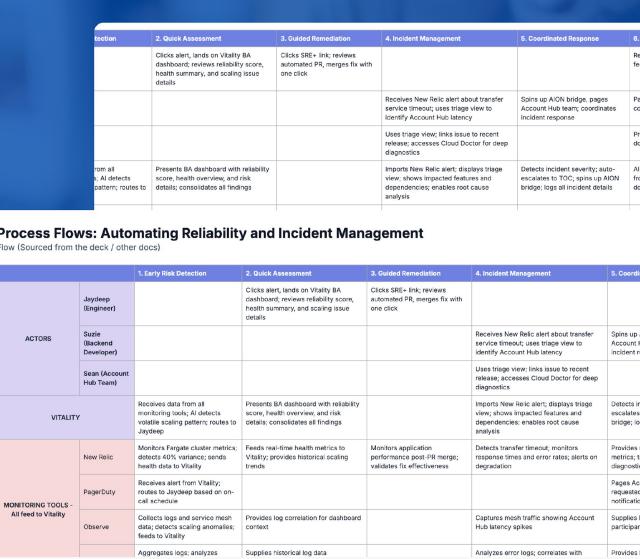
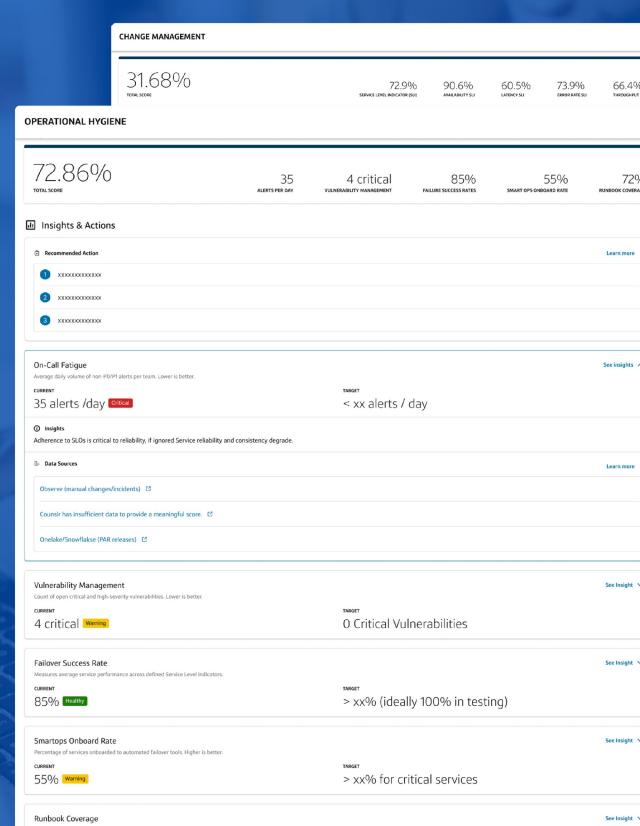
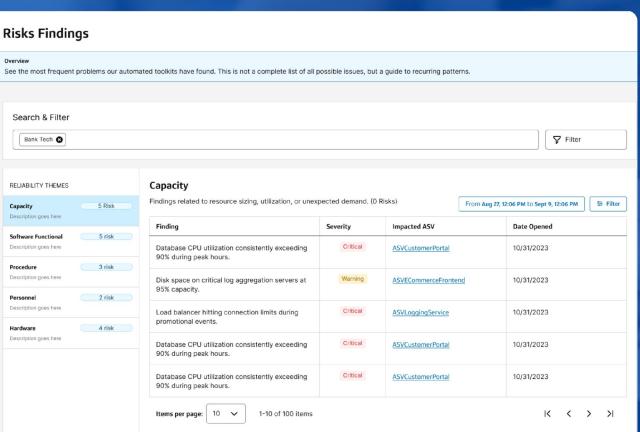
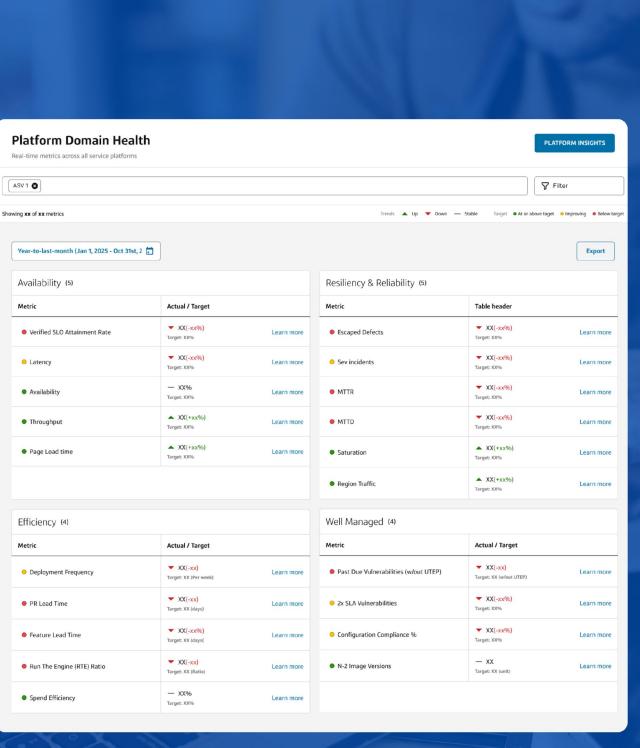
CAPITAL ONE

# 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

API Credentials

These are your latest API keys. You can rotate your keys, and create other valid keys for this environment in the API Keys section. [Manage your API keys >](#)

PUBLIC KEY

\*\*\*\*\*  
This key can be publicly visible

PRIVATE KEY

\*\*\*\*\*  
This key should be kept private

[EFP] Overview Products Platform For Developers

A finance infrastructure for the platform economy

Embed financial experiences seamlessly in your brand using the same services

Get started Learn More

## CAPITAL ONE

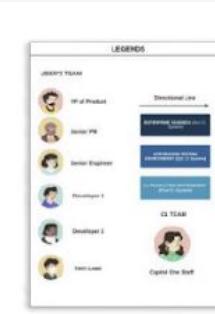
# Product Discovery:

## 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



PRODUCTS AND PLATFORMS (LANDING PAGE)			
ACTORS	Steve Sutanto	Senior PM	Senior PM
ACTIVITY	VP of Product tells Senior PM at Uber to find an embedded finance product to increase Uber's revenue.	Senior PM browses different EF product website and landing pages	Senior PM reviews document
BUSINESS EPIC	→	LANDING PAGE	DOCUMENTATION

### PRODUCT DESIGN

#### Proof of concept: Know your Merchant's (KYM) Onboarding flow and Interaction

The feature you're requesting requires an enterprise sandbox.  
**It's free**, we just require some additional information.

**KYM FLOW IS A WORK IN PROGRESS**

**Review summary**

**Company info**

MAIN COUNTRY WHERE YOU DO BUSINESS  
United States of America

TYPE OF BUSINESS  
Online Travel

**Prospect sandbox**

- ✓ Access to all APIs in test environment
- ✓ Manage transaction and test data

**Enterprise sandbox**

- ← Everything, plus:
- ✓ Manage team members & roles
- ✓ Enhanced reporting
- ✓ 3rd party data integrations

**Staging**

- ← Everything, plus:
- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec massa erat...

**Production**

- ← Everything, plus:
- ✓ Full production access to accepted product integrations

**PRICING & TERMS**

**Free**  
Requires: minimal personal data and accepted terms

**Free**  
Also requires: corporate ownership, TID, this, that... Why do we need this?

**Per product pricing**  
Also requires: use-case acceptance & NDA

**Per product pricing**  
Also requires: signed contracts & terms

**Your current environment**

**Unlock**

**Submit**

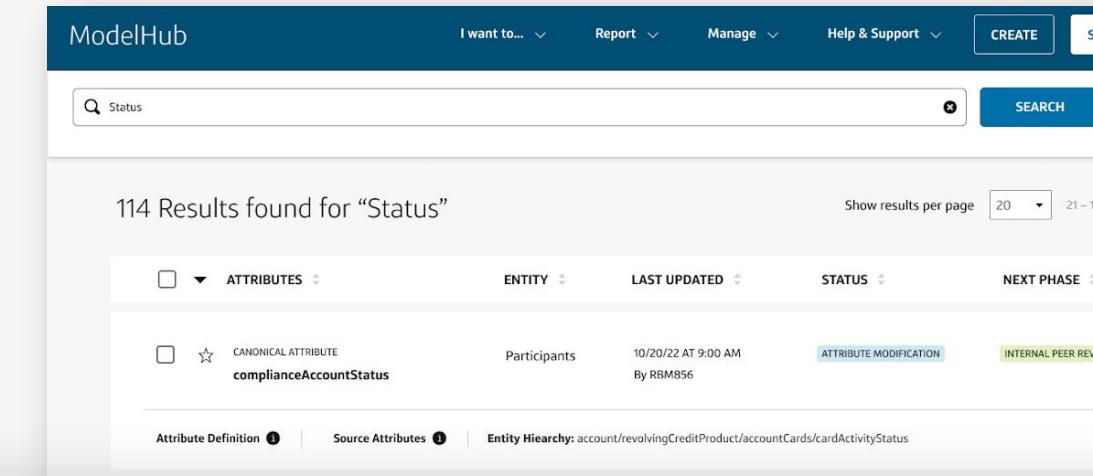
CAPITAL ONE

# 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



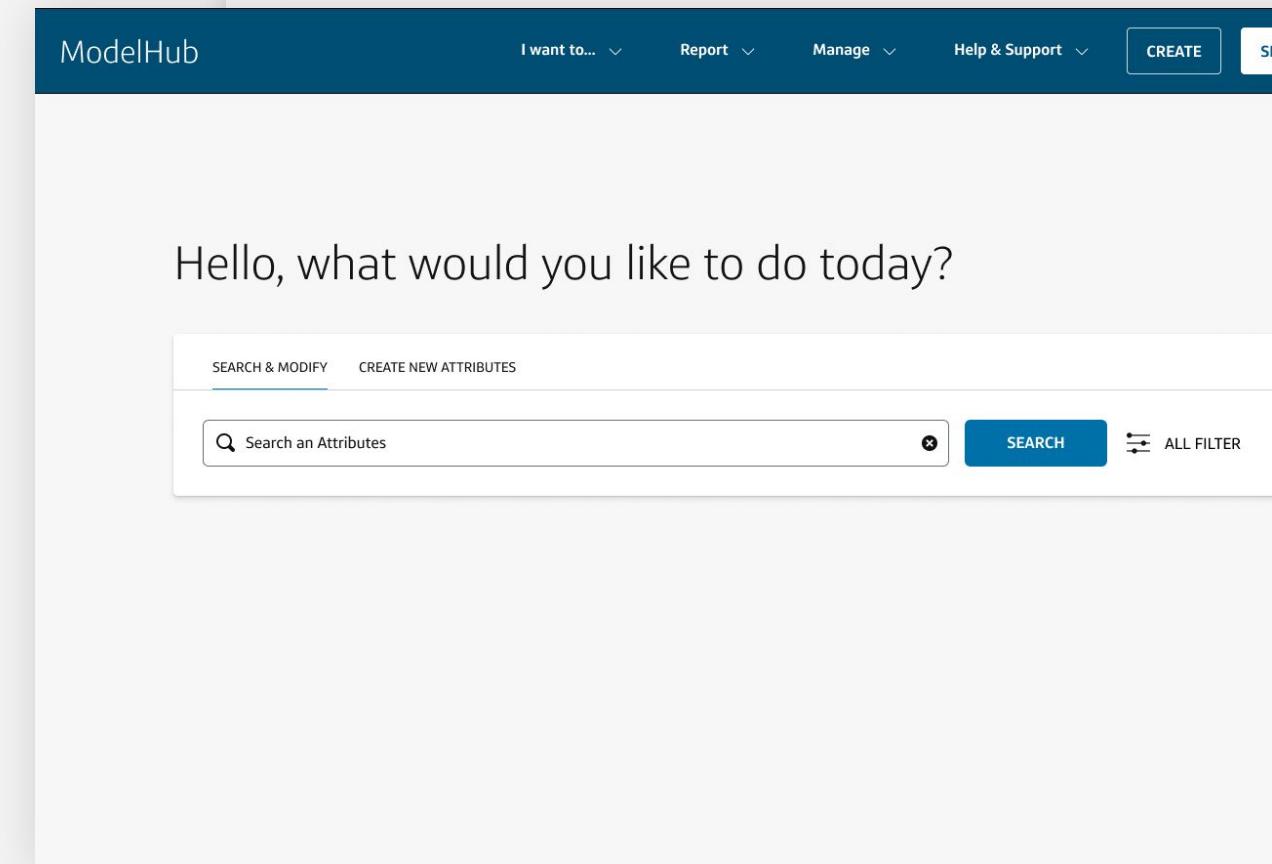
ModelHub

114 Results found for "Status"

Show results per page

ATTRIBUTES	ENTITY	LAST UPDATED	STATUS	NEXT PHASE
<input type="checkbox"/> CANONICAL ATTRIBUTE complianceAccountStatus	Participants	10/20/22 AT 9:00 AM By RBM856	<input type="button" value="ATTRIBUTE MODIFICATION"/>	<input type="button" value="INTERNAL PEER REVIEW"/>

Attribute Definition 1 | Source Attributes 1 | Entity Hierarchy: account/revolvingCreditProduct/accountCards/cardActivityStatus



ModelHub

I want to... Report Manage Help & Support CREATE

SEARCH & MODIFY CREATE NEW ATTRIBUTES

Search an Attributes  ALL FILTER

Hello, what would you like to do today?

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

The screenshot shows a data modeling interface with a table of attributes. The columns include 'CANONICAL ATTRIBUTE', 'Participants', 'LAST UPDATED', 'STATUS', and 'NEXT PHASE'. The table contains two rows:

- Row 1:** Canonical Attribute: `complianceAccountStatus`, Participants: Participants, Last Updated: 10/20/22 AT 9:00 AM, Status: ATTRIBUTE MODIFICATION, Next Phase: INTERNAL PEER REVIEW.
- Row 2:** Canonical Attribute: `chipReadStatus`, Participants: Transactions, Last Updated: 10/18/22 AT 12:00 PM, Status: LOB APPROVAL, Next Phase: EPX APPROVAL.

## Create New Attributes

The form is titled 'Create New Attributes' and includes the following sections:

- Left Sidebar:** Research Info, The Attributes (selected), Metadata, Transformation.
- Attribute Data Type:** String (dropdown).
- Attribute RegEx Pattern:** `^a-zA-Z0-9]*$` (dropdown).
- Attribute Example:** Account closed at consumer's request, no open dispute.
- Attribute Default Value:** N/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 Length:** 0 (input).
- Maximum Length:** 100 (input).
- Standardized Label:** Tokenized Bank Account Number (input).
- Standardized Analytical:** 'tokenized\_bank\_account\_number' (input).
- Buttons:**
  - Is Attribute Required? (radio button)
  - Is Attribute Nullable? (radio button)
  - Is YWAML Completed? (radio button)
  - Is UML Completed? (radio button)
- Add Use Case:** (button with question mark icon).
- Link Use Case:** Project Midnight (dropdown).
- Sub-Use Case:** MidnightOmnibusFraudApp (dropdown).

## 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 hosts hundreds of cases per day.

**Rated 5+**

for **ease of use** across all of the core users we tested.

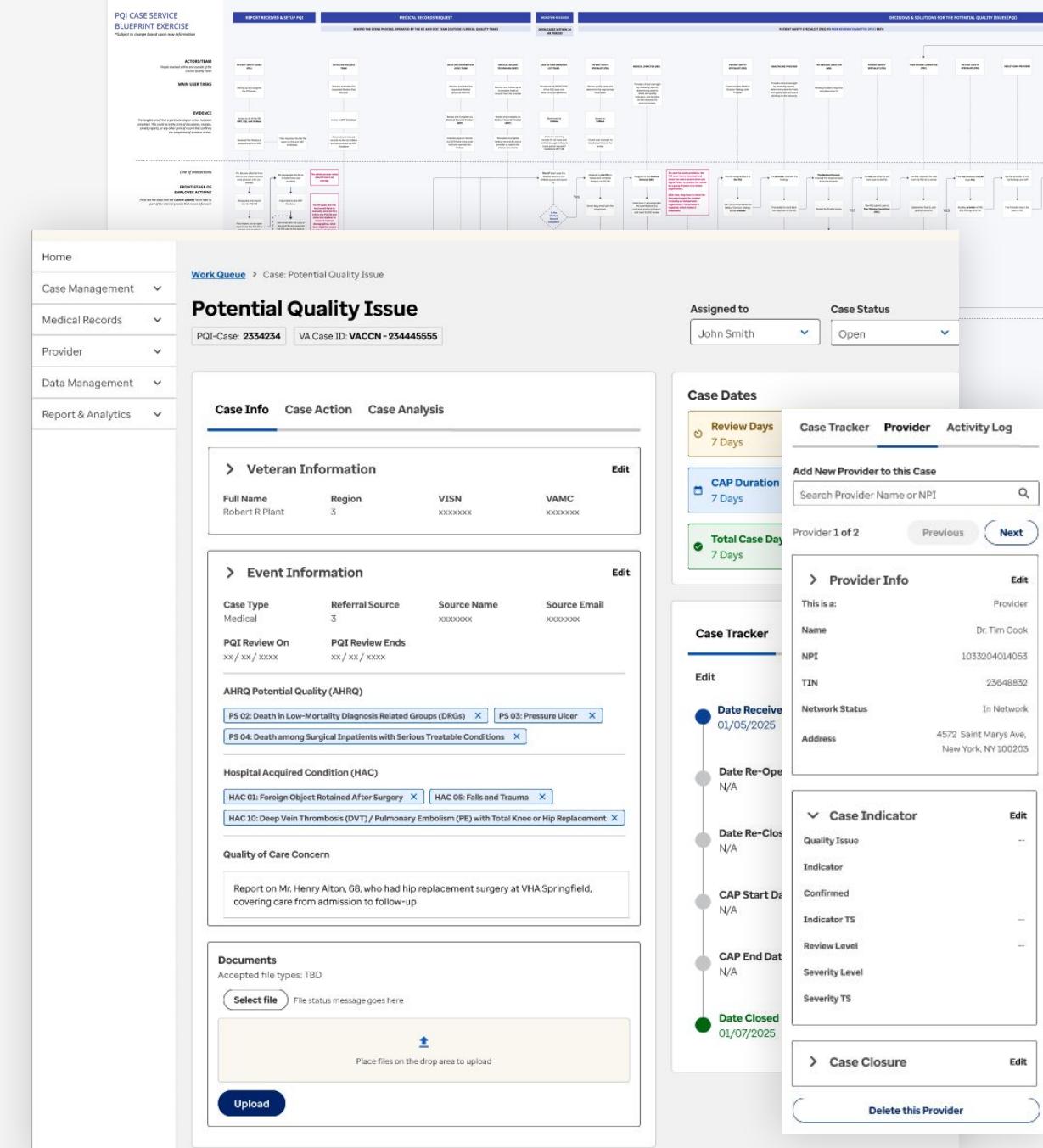
OPTUM

# 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

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



**Data Controller (DC)**

**JOBS TO BE DONE**

- Successful request of the Medical Records via Fax
- Index the Medical records into Onbase so that they receive them in our New Medical Records Queue
- Investigate, triage, and report process issues to IT.
- Ensure project milestones are met on time and update stakeholders.

**CHALLENGES**

- Competing for IT resources
- Managing multiple high-priority projects for different contracts
- Risk of violating privacy laws if incorrect contact information is used
- Missing information on providers necessitating additional effort to find correct contact information
- Complexity in navigating large healthcare provider networks
- Scheduling and finding time for team meetings

**NEEDS**

- Coordinate with operational departments.
- Establish and maintain current processes.
- Communicate effectively with providers.
- Centralize task tracking for provider actions.
- Develop a more thorough organized system tabs and sections.
- Use a master file for accurate provider contact information.
- Verify contact details to ensure privacy law compliance.
- Create a navigable "sub-portal" within the new CQ tool.
- Maintain an accurate master file for providers.
- Verify contact details for privacy compliance.

**Secure Document Upload for Clinical Quality**

Securely upload medical records and supporting documentation for a quality and performance review by the Optum Clinical Quality program.

**Provider Verification**

Enter the one time temporary coded provided in the letter you have received from the Optum Clinical Quality team. The code will expire **10 minutes** after document has been uploaded and submitted.

**One time code \***  
A90380

If you can not locate your One time code number, please contact the Optum's Provider Services support team or call us at **844-883-3802**

[Request New Code](#) [Continue](#)

**Secure Document Upload for Clinical Quality**

Upload medical records and supporting documentation requested for quality and performance review by the Optum Clinical Quality program. All requested documents must be provided within thirty (30) calendar days from the receipt of your letter.

**DOCUMENT UPLOAD**

Upload your Document \* Accepted file types: PDF, TIF, JPG, PNG, DOC

[Select file](#) File status message goes here

File: jpg File size: 0.4 KB Uploading... (40%)

File: jpg File size: 0.4 KB Uploading... (100%)

File: jpg File size: 0.4 KB Uploaded

**Secure Document Upload for Clinical Quality**

Your documents have been sent for review by the Clinical Quality team. Please [print](#) or [save the confirmation ID](#). If you need to upload additional documents, you have up to [insert time] **minutes** to re-use the one-time code. If additional information is required for quality review, someone will be in touch.

[Upload more document](#) [Close this browser now](#)

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This is a placeholder text. This is where you should enter your legal notice or disclaimer text. It is recommended that you consult with your legal team before this is released and adapted for your specific use case. (2) Health Care and Life Sciences (3) Legal and Privacy Services (4) Risk and Compliance (5) Optum's web as a design system.

## 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

Price List  
1200321 7/1/2022 - 6/30/2023

Account: Bluth Company, RA% Improvement: xx%, Start Date: 8/1/2023, End Date: 11/30/2023, Rate Type: TBD, Version: 1

See More Metrics

Summary, Cat-Class (374), Transportation, Approval History, Activity, Chatter

Bluth Company  
100+ Items · Updated a few seconds ago

Sort by ↑, Filter Search, Top 10 Products, Top 10

SUPER CATEGORY, CATEGORY OR SUB-CATEGORY

Pricing Process Automation (PPA) DASHBOARD

Market Health: 30% Above Market, 15.5% At Market, 62% Below Market

Market to Customer TTM: Health, Customer TTM, Count

Health	Customer TTM	Count
Above Market	\$xx,xxx	7
At Market	\$xx,xxx	7
Below Market	\$xx,xxx	7
Total	\$xx,xxx	21

Market to Rate Comparison: Rate Comparison, Bench Rate Achievement, Variance from Region SCR

Region RA%	xx%	xx%
Region SCR\$	xx%	xx%
Region Non-SCR%	xx%	xx%
Total	xx%	xx%

Customer Summary

Customer Name ↓	Customer Number ↓	TTM RENTAL ↓	NEXT 30 DAYS ↓	NEXT 90 DAYS ↓
WATCHEER 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		
WATCHEER NETWORK SVCX BILL	457899	\$6,650,000		
WATCHEER 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		
<b>TOTAL</b>		<b>\$xx,xxx,xxx</b>	<b>\$x,xxx,xxx</b>	<b>\$xx,xxx,xxx</b>

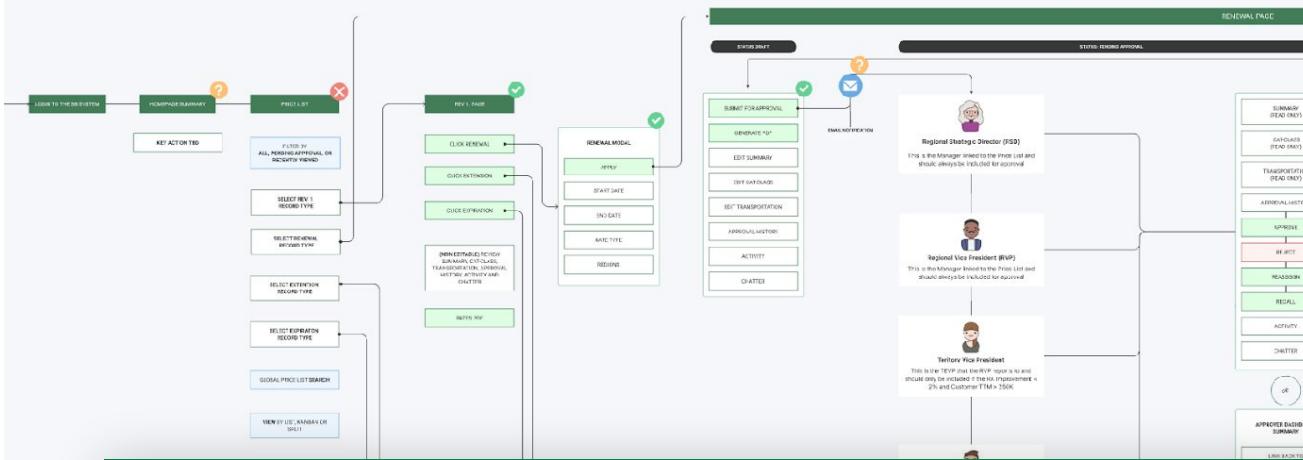
## SUNBELT RENTALS

# 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



**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**  
Sub-title

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**  
Sub-title

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

# Selected Additional Work

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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



Home About clinical trials Our research For participants

Search  Location  Find a trial

Sex Age (years) Distance

## Join us in the pursuit to change patients' lives.

Each and every person in a clinical trial plays a powerful role.

### Find a Pfizer clinical trial

Search  Location  Find a trial

Show Filters

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



## 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

- Relief from her symptoms and the physical (itchiness and skin patches) and emotional (embarrassment) burdens that go with them
- 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

- I want to know if the risk of a trial is worth the relief I could get if the treatment is effective
- I want to know if this treatment will be more effective or convenient than others I've tried
- I want to know if a trial will interfere with my work schedule and daily routine

### DURING TRIAL

- 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)
- I want logistical help with balancing the demands of participating in a trial with my daily work schedule
- 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

- I how the study turned out and if this product will get FDA approval
- I want to know if I can continue treatment with the investigational product if it was helping me
- I want to feel appreciated for my contributions and to stay connected with the trial

The screenshot shows a clinical trial listing on the Pfizer Participant Platform. The trial is 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' (NCT0266403). The page includes sections for 'About This Study' (describing a multicenter, open-label, Phase 1b study in patients with mBC), 'Study Locations' (listing the University of Alabama at Birmingham), and 'SEE MORE LOCATIONS'.

The screenshot shows the Pfizer Participant Platform V1 SITEMAP. The navigation structure includes:
 

- HOME** (highlighted)
- ABOUT TRIALS** (Educational Content Hub targeting info-seekers)
  - FAGs
  - 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 links to all **conditions** pages & PCRU page)
  - Cancer
  - Cardiovascular Conditions
  - Diabetes & Other Metabolic Conditions
  - Immune System Conditions
  - Infectious Diseases
  - Neurological Conditions
  - Pediatrics
  - Rare Diseases
  - Skin Conditions
  - Vaccines
  - Our Research Units (PCRU)

## eHARMONY

# Reimagining First Connections: Chat Feature for eHarmony

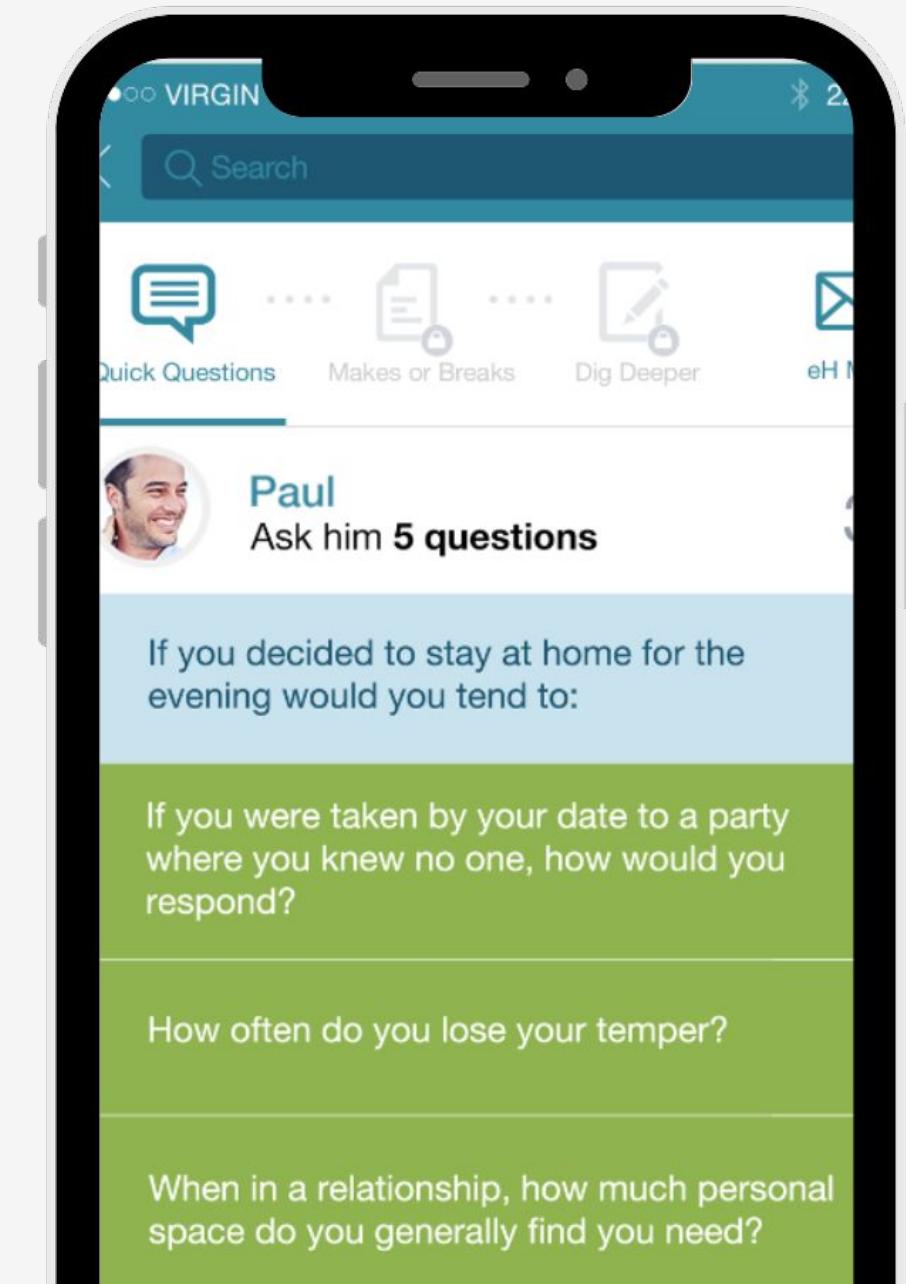
Consumer matchmaking platform focused on improving early user engagement and conversation quality.

## 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



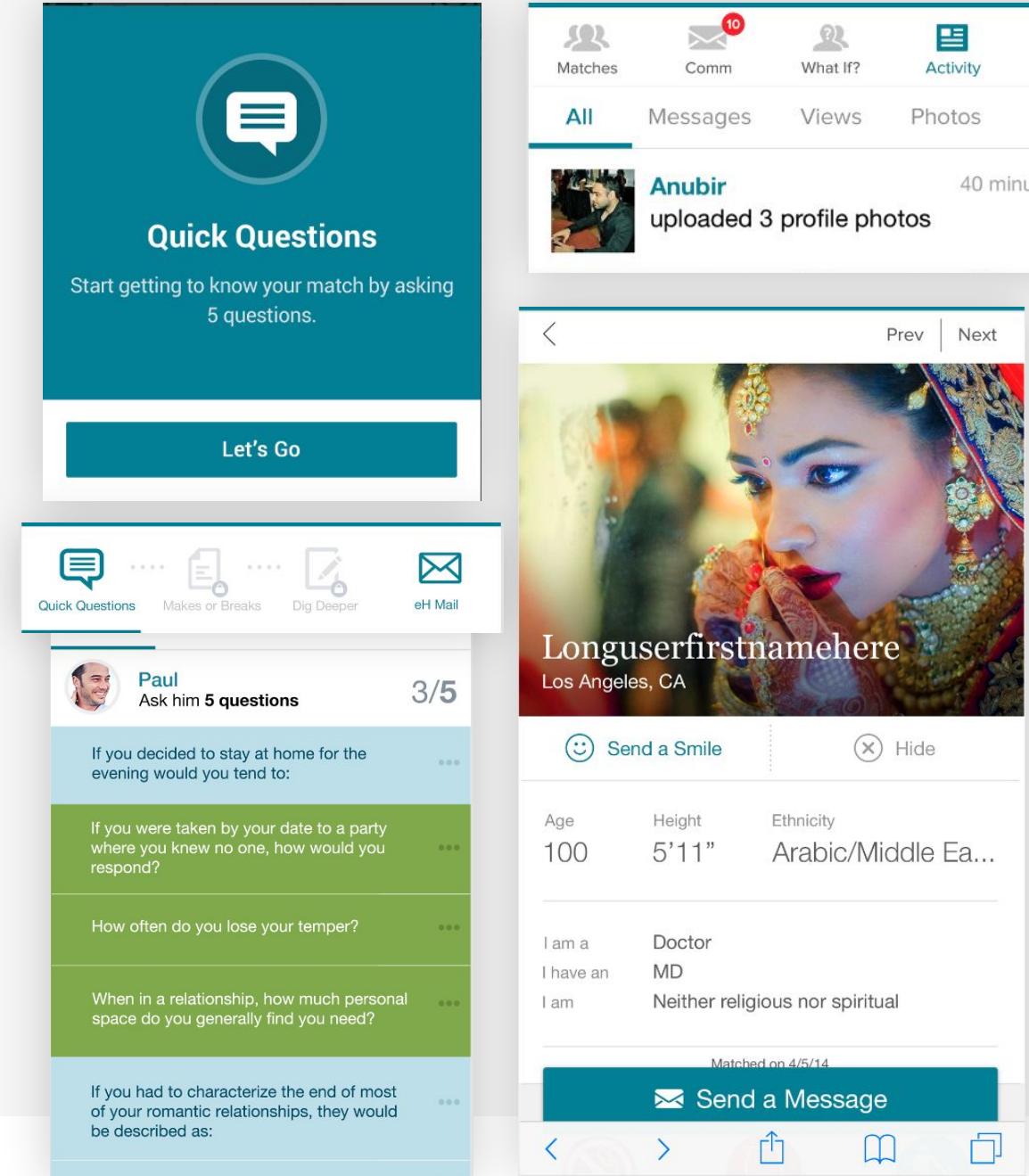
## eHARMONY

# 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

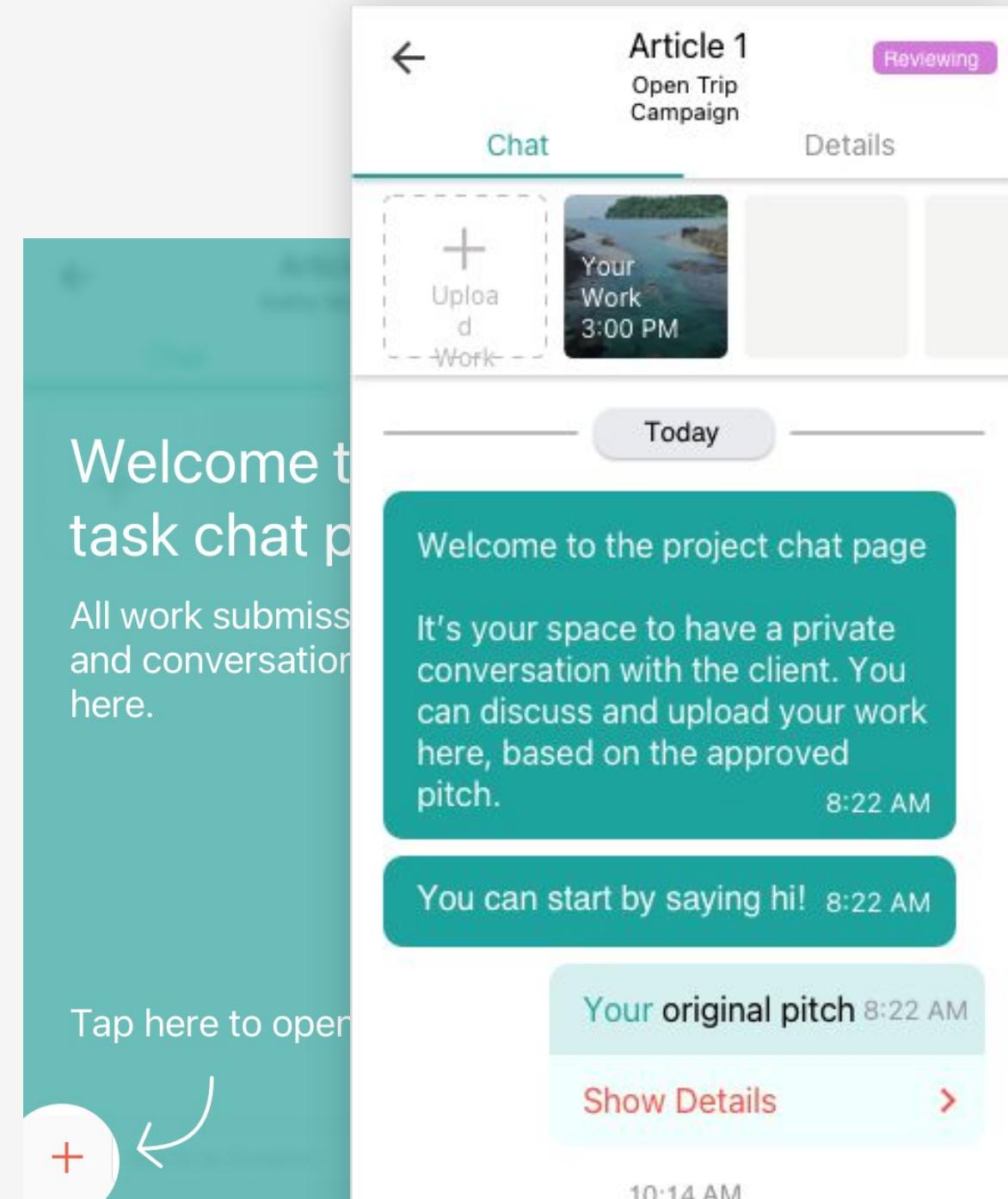
Marketplace connecting brands and creators, previously dependent on manual internal coordination.

## 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



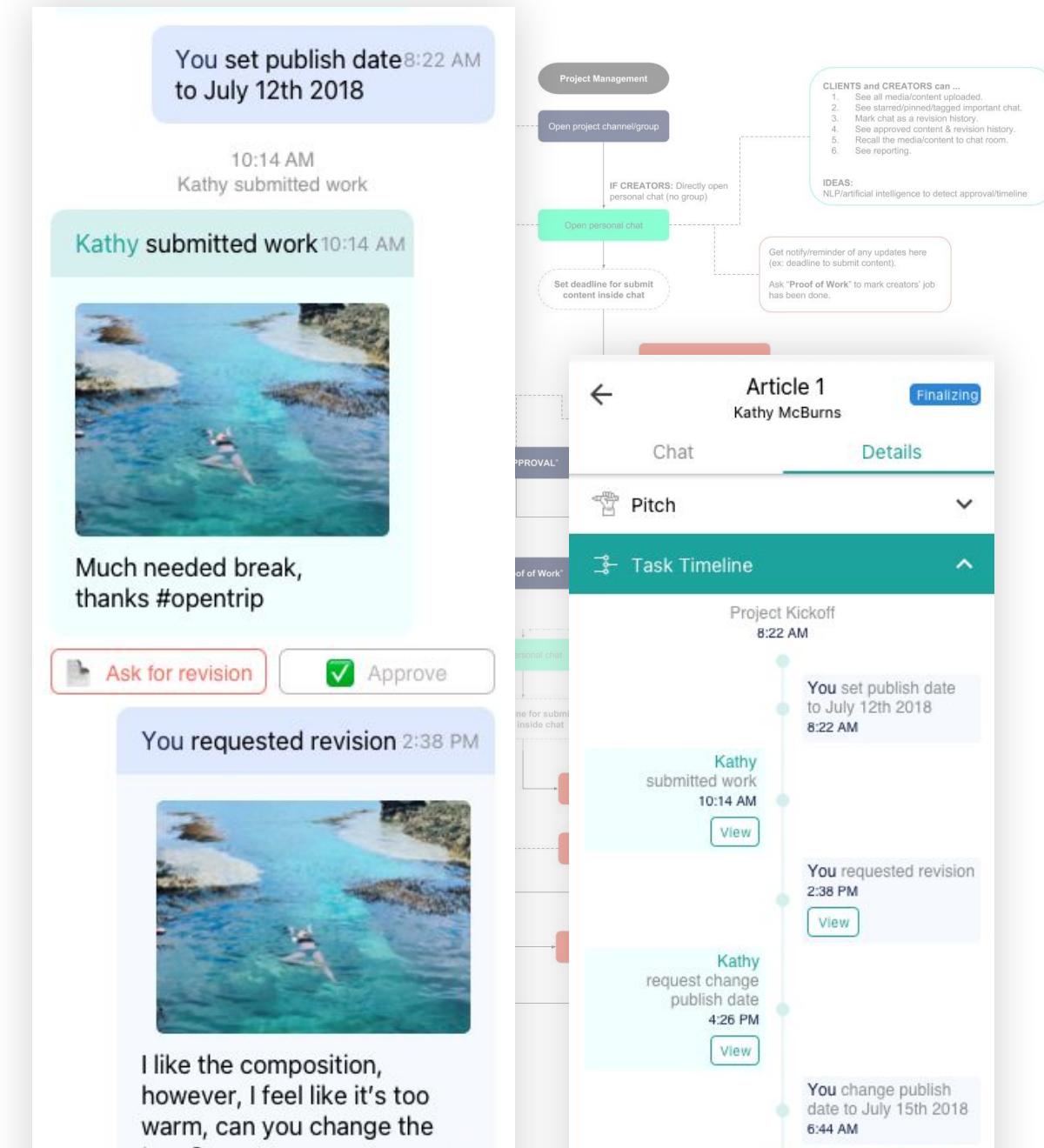
## GET CRAFT

# 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



NINJA VAN

# Optimizing Delivery Driver Experience

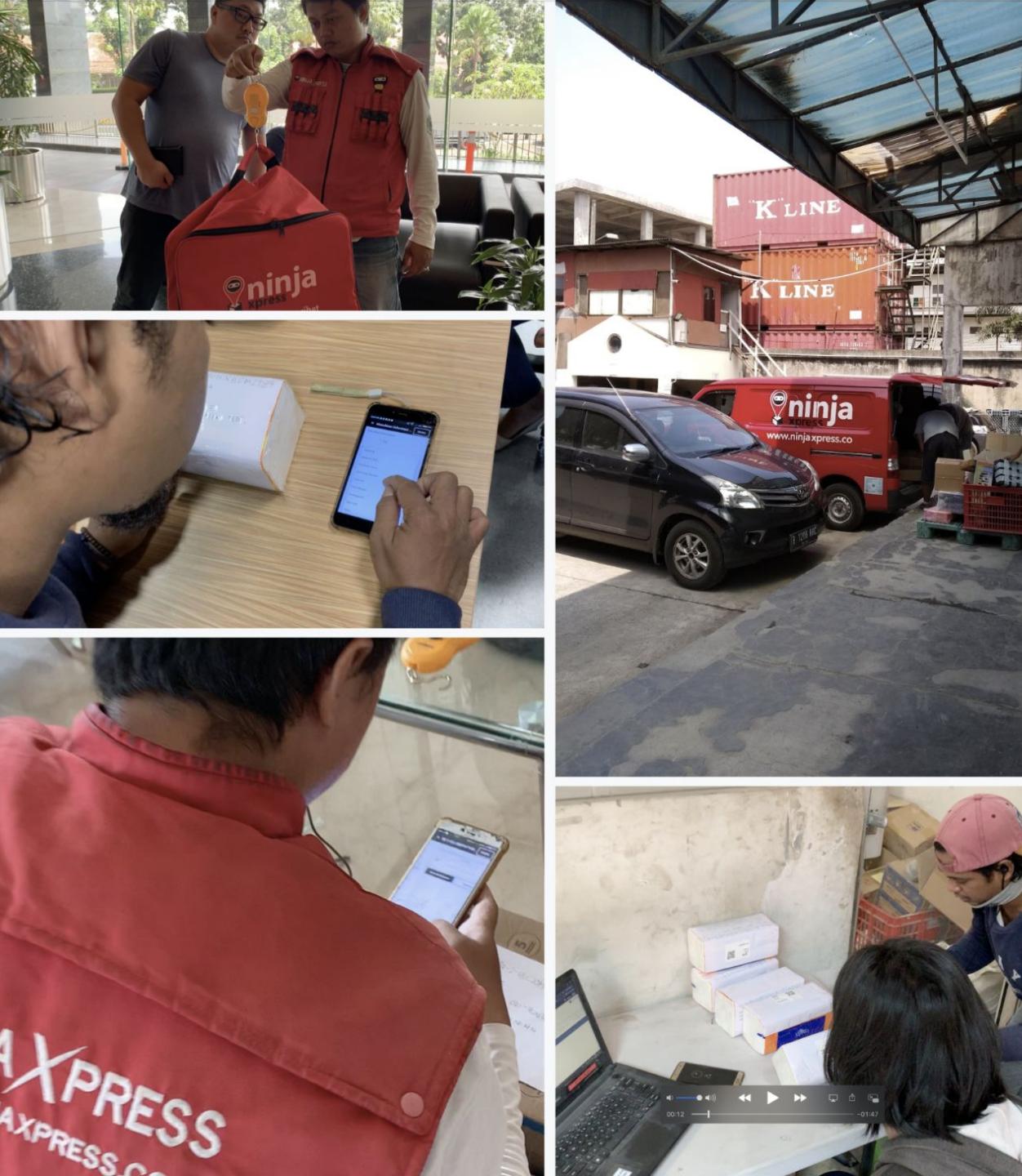
Logistics platform supporting last-mile delivery drivers operating in fast-paced, real-world conditions.

## 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



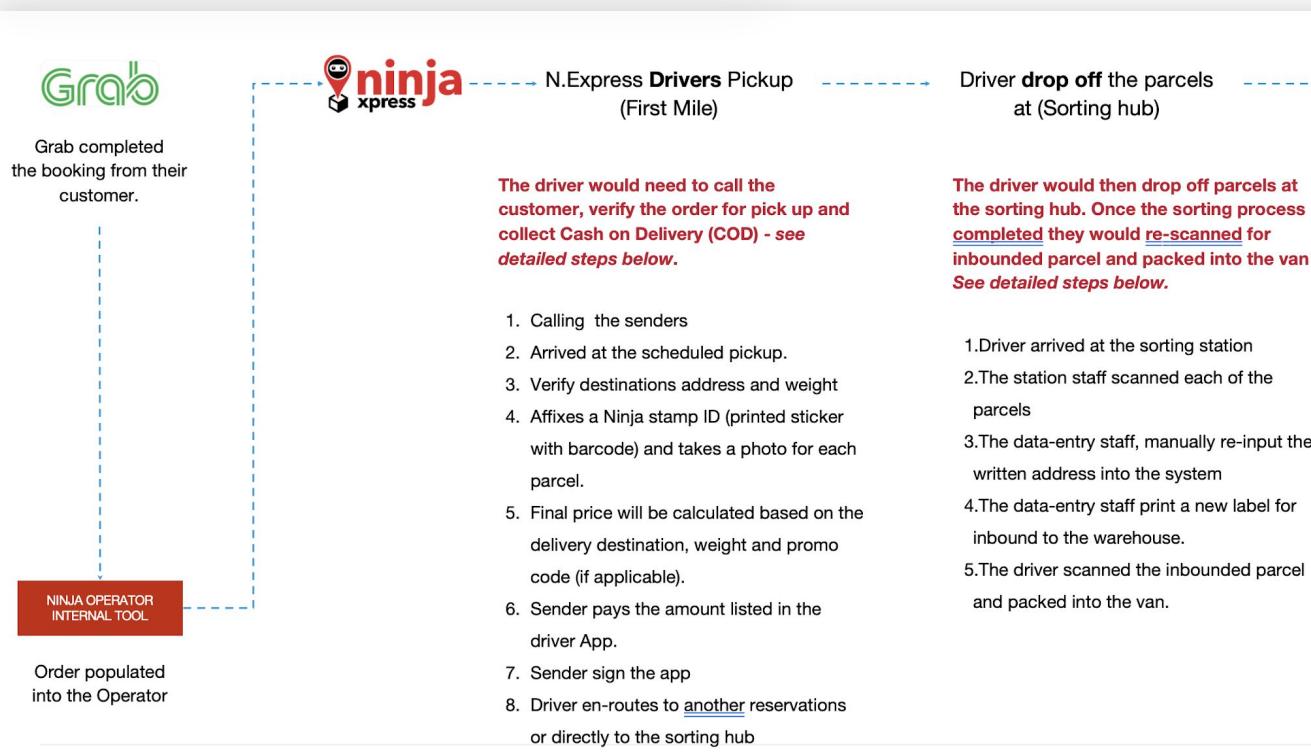
## NINJA VAN

## 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

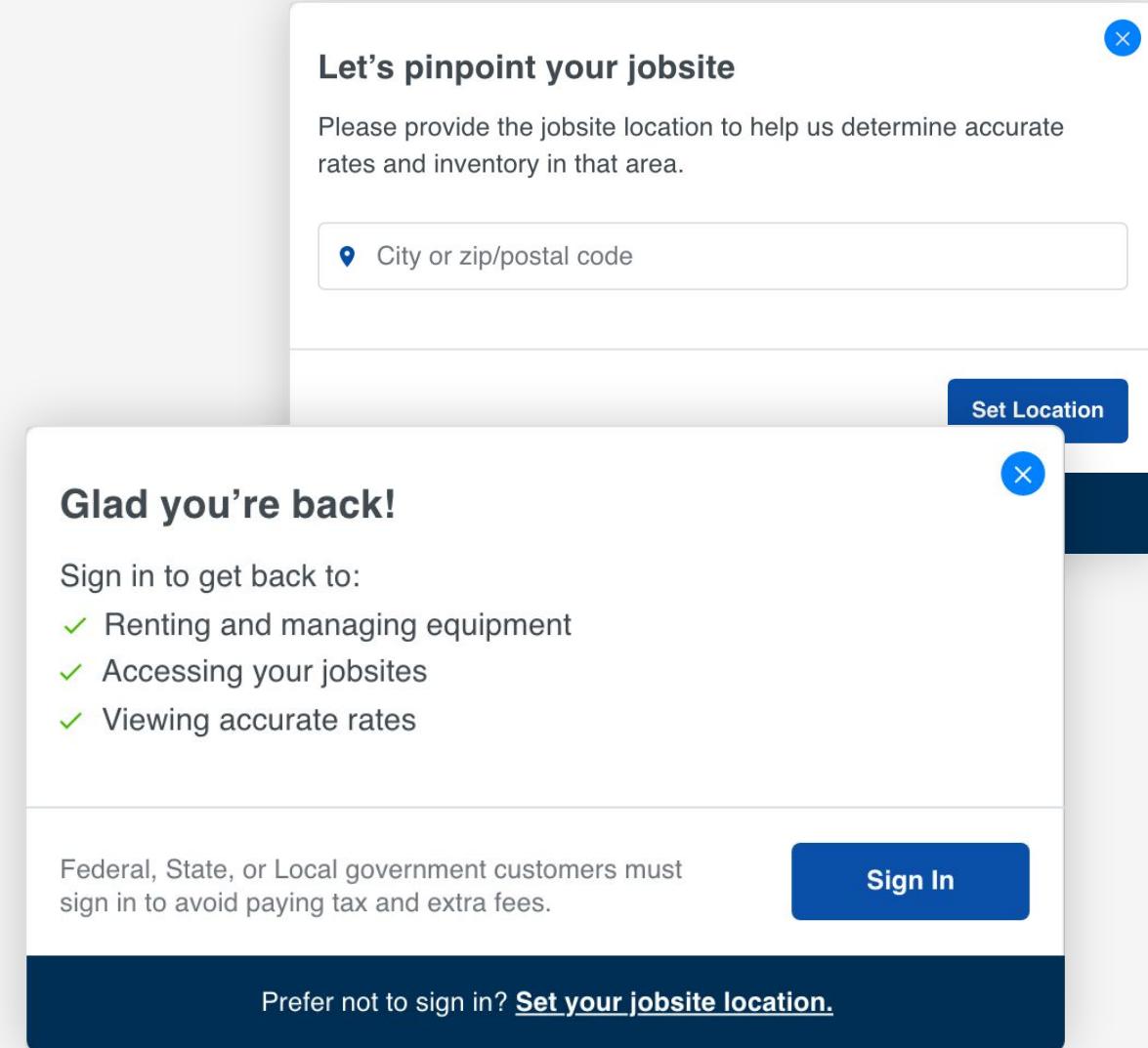
Multiple platforms with high abandonment rates during authentication.

## 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





## 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](#)

Sign In

Prefer not to Sign In? [Set your jobsite location.](#)



# Thanks for reviewing my work!

*Looking forward to the conversation.*

stevesutanto@gmail.com • [linkedin.com/in/stevesutanto](https://linkedin.com/in/stevesutanto) • 816-882-6930 • [stevesutanto.co](http://stevesutanto.co) - [accessmywork](http://accessmywork)