Steve Sutanto

PRODUCT DESIGNER & STRATEGIST

Fifteen years designing across banking, insurance, healthcare, logistics and marketplaces. I lead teams and still do the design work myself. I look at how the whole system fits together, not just the screen in front of me, and I help decide what is worth building before anyone builds it. I work end to end, from discovery to design delivery, and lately I often build a working prototype to settle scope before production code is written.

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KANSAS CITY, MO | U.S. REMOTE

EXPERIENCE

2021 — PRESENT

Associate UX Director

CAPTECH CONSULTING · REMOTE, USA

- Replaced fax and mail with secure upload for medical records at a major U.S. healthcare partner: 13% electronic adoption, files to 25,000 pages, three days off completion time.
- Player coach on a global beverage company's platform for deciding where marketing spend goes: research across five markets, a heuristic audit, thirty five features shipped since May.
- Redesigned clinical quality tooling, cutting case intake from a four hour average through clearer workflows and a scalable interface.
- Owned the member experience for a national insurance provider's workplace benefits: claims, leave intake, return to work, ADA accommodation and payments in one portal across four product lines, on an architecture built to cut manual servicing and absorb new products and employer brands.
- Untangled a reliability platform used by 1,000+ engineers at a top 10 U.S. bank: incident triage and remediation, active usage up 104%, repeat engagement up 86%.
- Shaped CapTech's CX AI solutions framework and built the responsible AI toolkit and coach agent behind it: consultants use it in the flow of work, pursuits demonstrate rather than describe.

2020 — 2021

Senior Experience Designer

VML · KANSAS CITY, MO

- Led UX for Pfizer's clinical trial platform, improving enrolment and education flows across web, iOS and Android: page views up 23%, click through up 60%.
- Reworked authentication and registration for field operations platforms, reducing drop off and cutting load time by 37.5%.

2018 — 2019

Product Design Lead

NINJA VAN · SINGAPORE

- Directed UX for logistics platforms across six Southeast Asian countries: driver apps, warehouse tools and operational dashboards used by 1,000+ delivery agents.

2018

Product & Design Lead

GETCRAFT · JAKARTA, INDONESIA

- Ran product design for a multi sided marketplace, delivering roadmap features and internal tooling behind 5× revenue growth.

2015 — 2018

UX Design Manager

BLIBLI.COM · JAKARTA, INDONESIA

- Built the company's first iOS and Android design system, a shared component library across consumer apps and internal tools.

EARLIER

- **UX Designer, eHarmony** · Los Angeles, 2015. Lifted mobile subscription conversion 10% through checkout testing.
- **UX/UI Designer, SurfMyAds** · Santa Monica, 2013 — 2015. Responsive interfaces and content systems behind SEO driven growth.
- **UI & Production Designer, Rocketfrog** · Los Angeles, 2011 — 2012. Cobranded social gaming experiences and developer handoff.
- **Design Intern, Warner Bros.** · Burbank, 2011 — 2012. Interactive marketing design and device testing for film releases.

EDUCATION & CERTIFICATIONS

A.S. Web Design & Interactive Media 2011
The Art Institute of California

B.A. Photography 2007
The Art Institute of Colorado

GenAI Fundamentals for UX 2025
Udemy

CX Foundations 2021
Forrester

SKILLS

DESIGN

Product design and UX strategy · Enterprise and platform UX · Workflow and automation design · Information architecture · Service blueprinting · Design systems and pattern libraries · User research and usability testing · Accessibility (WCAG) · Identity, authentication and account management · Cross functional collaboration with product, engineering and risk

BUILD AND SHIP

Figma · Claude Code · GitHub · AI accelerated prototyping · Prototype to production alongside engineering