Derek Stoltz
UX Design Lead & Strategist

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PROFILE

Years of strategy and development have separated me from the pack as a UX/Product Design leader and enhanced my ability to elevate the brand story. It's easy for me to scale from big picture thinking down to day-to-day execution at any point throughout the product process. While my passion is design and navigational flow, it's also collaborating to create products where clients are as happy with the work as the team. I've had the privilege of leading and mentoring digital teams - but I prefer to be in the trenches, knocking out great work every day.

EXPERIENCE

2021 - 2023

HUGE
UX Design Lead

- Led UX strategy and design for a set of Google Assistant smart TV apps for Samsung, Panasonic, LG and Hisense for the larger creative team.
- Led 4 teams of UX and product designers to support and expand on product environments for Google Search, Google for Education, Google for Retail and Think with Google.
- Planned and executed digital audits and market analysis along with ideation workshops for Google Search, Google for Education and Google for Retail.
- Led an Innovations Team to define the evolution of Google Search by designing new concepts aimed at expanding the way users perceive and interact with result content and ads from both a visual and functional standpoint.
- Created key design deliverables such as sitemaps, user flows, wireframes, consumer journeys, UX annotations, visual designs, interactive prototypes, UX/user research testing and development planning throughout the entire project life cycle.
- **Brands:** Google Search, Google Assistant, Google for Education, Google for Retail, Think with Google, Sinai Health, MongoDB, Element Fleet

2018 - Present

That Studio
Digital Creative Director & UX Design Lead, Founder

An elite studio for digital strategy, design & development. We craft inspired & effortless digital experiences for both small and large brands.

- Provided Strategy, UX and product designs for both web and mobile applications.
- Created content and product strategies, product designs, visual designs, sitemaps, user flows, wireframes, consumer journeys, UX/design/development annotations, interactive prototypes, development planning, planned and conducted UX/user research testing and workshops.
- **Brands:** Children's Memorial Hospital, Northwestern University, Kohler, Envoy, Medline, Capsim, REAKT, The Young Americans, Loyola University Chicago, Predictera

2019 - 2021

Kaiser Permanente
Senior UX Designer

- Led UX & product design for the new and returning member onboarding experience. For many members, this is the first interaction they have with Kaiser in the authenticated digital space and opportunity to establish a positive impression.
- Collaborated with cross-functional teams on a daily basis (Business, product and development teams) ensuring project goals and milestones are met, plan & run research testing along with providing an optimal web experience for members.
- Planned and ran various research testing including: member interviews, user testing, A/B testing, card sorts, surveys and questionnaires.

SKILLS

User Experience Design

User Interface Design

Visual Design

Mobile App Design

Interactive Design

Creative & Art Direction

Workshops
- UX, Ideation, Audit & Analysis

Personas & Wireframing

Prototyping

UX Writing

User Research

Information Architecture

Front-End Development

Custom CMS Development

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DESIGN

Adobe Creative Cloud
- Photoshop, Illustrator, InDesign, XD, After Effects, Premiere, Animate, PhoneGap, Brackets

Sketch

InVision

Figma

Axure

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DEVELOPMENT

HTML & CSS

JavaScript / JQuery

Custom WordPress Development
- Themes, Plugins, Multi-theme

PHP & MySQL

SEO

Adv. Google Analytics

Email Development
- Mobile First Development, MailChimp, Constant Contact, AWeber

Litmus

GitHub

EXPERIENCE

2019 - 2021
Kaiser Permanente - (Continued)
Senior UX Designer

- Provided direction and support to the development team during development sprints and UAT, making sure product features and technical requirements provide an accurate and ideal member experience.
- Created key design deliverables such as site maps, user flows, wireframes, UX annotations, visual designs, prototypes, development specs, stakeholder presentations and workshops throughout the entire project life cycle.

2017 - 2018
Tribune Publishing Company
Senior Creative Director of Creative Services

- Led and oversaw creative to support consumer, digital, B2B, circulation, product and go-to-market strategies.
- Mentored and led 3 creative teams in Chicago, LA and Fort Lauderdale that created consumer marketing campaigns for all Tribune Publishing Company publications including Los Angeles Times, Chicago Tribune, Baltimore Sun and the Sun Sentinel.
- Directed and executed on strategy, design and development for all web and mobile experiences that supported consumer marketing, product and event team initiatives.
- Collaborated and created UX strategy, user flows, wireframes, visual designs, prototypes, development and development planning for consumer marketing and go-to-market teams.
- **Brands:** Chicago Tribune, Los Angeles Times, San Diego Union-Tribune, Baltimore Sun, Orlando Sentinel, Sun Sentinel, Morning Call, Hartford Courant

2015 - 2017
Tribune Publishing Company
Creative Strategist (UX) & Technologist

- Executed on strategy, design and development for web experiences that supported consumer marketing campaigns and event team initiatives for Chicago Tribune.
- Designed and developed engaging web and mobile experiences that reimagined how Chicago Tribune connected with their consumers and built brand awareness.
- Collaborated and created UX strategy, user flows, wireframes, visual designs, prototypes, user testing, development and development planning for consumer marketing and product teams.
- **Brands:** Chicago Tribune, Los Angeles Times

2014 - 2016
Flashpoint Columbia College
Adjunct Professor - UX & Web Development

- Mentored and participated alongside a team of my top 6 students in a hackathon at 1871 in Chicago that went to the finals and placed in the top 4 of 42 teams.
- **Courses:** Design Thinking & User Experience, Interactive Design, Web Development 1 & 2, Focused/Independent Study for Advanced Web Development & User Experience

2012 - 2014
CareXtend
Director of Digital Design & Consumer Experience (UX)

A healthcare marketplace that takes the hassle out of finding trusted, out-of-pocket health providers and wellness offers. They take on the back end research to help consumers locate a provider they can trust, at a price they can afford.

- Led a user-centered design process to enhance UX/product design solutions for service-related features and improvements.
- Directed and applied strategic thinking and priority of business goals while striving for a highly usable and engaging end-to-end product user experience.
- Created concepts for web and mobile environments promoting simplicity despite the inherent complexity of the healthcare industry processes.
- Managed a small team of both in-house and offsite design consultants by promoting a collaborative, rapid and agile design and development environment.
- Created and provided definition of user types, variety of user research methods, wireframes, user flows, process flows, visual designs and prototyping.

AWARDS

INMA: Best Idea to Grow Digital Readership or Engagement
- Chicago Tribune Food & Dining

FWA
- FWA of the Day (2)

Awwwards
- Site of the Day (1)
- Honorable Mention (2)

CSS Design Awards
- Website of the Day (1)

EXPERIENCE

2011 - 2012

Google
UX Designer

- Worked on web & mobile applications from concept, visual design and through development. Using interactive prototyping methods to explore existing and newly developed experiences and applications.
- Collaborated with interactive designers and development teams to advance product design and functionality helping provide a more intuitive user experience.
- Provided UX concepts, wireframes, visual designs, prototypes, user flows and development planning for web and mobile apps.
- **Brands:** Google Maps & Places

2011

ShopLocal
UX/UI Designer & Front-End Developer, Consultant

ShopLocal is an established expert on shopping. ShopLocal partners with the biggest names in the retail industry to bring the great deals and printed weekly ads to users online.

- Worked on a variety of web, Facebook, and mobile applications. Helped redesign existing environments, provided both UX design and front-end development to enhanced navigation flows.
- Provided HTML5, CSS3, JavaScript/jQuery/other frameworks for applications developed in ASP.NET and MVC.
- **Brands:** Walgreens, Best Buy, Walmart, Staples, Toys-R-Us, Babies-R-Us, Petsmart, Meijer, Canadian Tire

2011

VISANOW
UX Designer & Front-End Developer, Consultant

A leading online immigration service for individuals, small organizations and large businesses.

- Led all creative direction for both print, web and mobile projects.
- Worked with the in-house development team to advance their client-side (B2B) online tools for data management and visualization.
- Led all strategy and user research used to inform projects prior to design and development.
- Created content strategy, visual designs, user flows, wireframes, interactive prototypes, user testing and development specs for web and mobile experiences.

2009 - 2011

Havas
Creative Technologist & Front-End Developer, Consultant

- Worked with creative teams to develop a new company website for the Chicago office. Provided UX strategy, visual designs, front-end and CMS development.
- Collaborated with creative and development teams to provide interactive technology solutions for creative concepts, creating custom, one of kind digital experiences.
- Helped develop a responsive web and mobile solution for Sprint, leveraging CSS3 and HTML5 for high performance.
- **Brands:** Sprint, Havas Chicago

EDUCATION

2006

Iowa State University
BA, Architecture, Digital Media Minor

- Worked for the virtual reality lab (2nd best in the world during this time) designing, modeling and developing architectural and environmental simulations.