



**Derek Stoltz**

UX, Product Design Leader + Strategist

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## ABOUT

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. Being able to scale from big picture thinking down to day-to-day execution at any point throughout the product process also makes me a great strategic partner. While my passion is user-centered 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 prefer to be in the trenches, knocking out great work every day.

## EXPERIENCE

2021 - 2023

### UX Design Lead

#### HUGE

**Brands:** Google Search, Google Assistant, Google for Education, Google for Retail, Think with Google, Sinai Health, MongoDB, Element Fleet

- Led UX strategy and design for a set of Google Assistant smart TV apps for Samsung, Panasonic, LG and Hisense through 2 iterations of feature enhancements including an admin portal to manage analytics and product campaigns.
- Led 4 teams of 3 - 8 UX and product designers to expand and iterate on product environments for Google Search, Google for Education, Google for Retail and Think with Google. Included market analysis, audits and ideation workshops to develop a 5 year product strategy as a guide for upcoming initiatives.
- 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.
- Lead and executed with a team to establish, expand and maintain design systems for 4 Google brands, MongoDB and Element Fleet.

2019 - 2021

### Senior UX Designer

#### Kaiser Permanente

**Product Features:** Digital Foundations, Member Documents Center, New Member Welcome

- Worked as part of a digital foundations team iterating on feature enhancements for the Member Documents Center providing members an easy way to search, filter, browse and view all information pertaining to medical or procedure results, documents and follow up care ordinances.
- Led UX & product design for the new and returning member onboarding experience. Completely redesigned the entire feature resulting in an intuitive, forgiving and guided experience that leverages existing functionality instead of the prior standalone experience helping to reduce maintenance efforts while also providing reusable functionality for other features.
- Collaborated with cross-functional business, product and development teams on a daily basis ensuring both business, user goals and milestones are met by leading the implementation of a streamlined, 3 week agile plan allowing for interdisciplinary kickoffs, reviews, prototyping, research testing, QA and retrospectives.
- Planned, executed and synthesized monthly research testing such as: member interviews, user testing with prototyping, A/B testing, card sorts and surveys.

## SKILLS

### Strategy

#### Workshops

- UX/Feature Enhancements, Ideation, Audit & Analysis

#### Digital Audit & Market Analysis

#### UX, Product & Content Strategy

#### Personas

#### User Flows & Journey Mapping

#### Information Architecture

#### Wireframing

#### User Research & Testing

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### Design

#### User Experience Design

#### Creative & Art Direction

#### User Interface Design

#### Product & Visual Design

#### Responsive Web Design

#### Mobile App Design

#### Rich Email Campaign Design

#### UX Writing

#### Design Annotations, Development

#### Specifications & Documentation

#### Design Systems & Management

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### Development

#### Digital Marketing, SEM & SEO

#### Prototyping

- Principle, Figma, Sketch, InVision, ProtoPie, Axure

#### Responsive Web Development

#### eCommerce Development

#### Custom CMS Development

- WordPress, Shopify

2015 - 2018

## Senior Creative Director

### Tribune Publishing Company

**Brands:** Chicago Tribune, Los Angeles Times, San Diego Union-Tribune, Baltimore Sun, Orlando Sentinel, Sun Sentinel, Morning Call, Hartford Courant

- Mentored and led 3 creative teams of 20 - 26 designers, in Chicago, LA and Fort Lauderdale creating over 180+ consumer marketing, event promotion/production, brand awareness and product campaigns per year for all 12 Tribune Publishing Company publications nationwide.
- Designed, developed and launched engaging web and mobile experiences that reimagined how multiple Tribune Publishing brands connected with their consumers, built brand awareness through growing consumer loyalty and launched new product experiences.
- Directed and executed on product strategy, design and development for new product launches such as an eCommerce product experience for the Los Angeles Times Expeditions connecting consumers with expert journalists/photographers/editors as guides with destinations around the world.
- Reimagined the product experience for connecting 39 Chicago Tribune suburban publications with consumers throughout Chicago. After only 5 months of running the rebranded product campaign, subscriptions for these publications exceeded the total from the past 2 years.

2014 - 2016

## Adjunct Professor - UX & Web Development

### Flashpoint Academy Chicago, Columbia College

**Courses:** Design Thinking & User Experience, Interactive Design, Web Development 1 & 2, Independent Study for Advanced Web Development & User Experience

- Taught both undergraduate and graduate courses
- Mentored and participated alongside a team of the top 6 students in a hackathon at 1871 in Chicago that went to the finals and placed in the top 4 of 42 teams.

2012 - 2014

## Director of Design & Consumer Experience

### CareXtend

Led a user-centered, lean product design process for a healthcare marketplace connecting consumers with trusted providers and affordable out-of-pocket healthcare and wellness offers. Directed and managed a team of in-house designers and offsite developers prioritizing business and user goals while striving for an enjoyable and engaging end-to-end product experience.

2011 - 2012

## UX Designer

### Google

**Brands:** Google Maps

2009 - 2011

## Creative Technologist & Front-End Developer

### HAVAS

**Brands:** Sprint, Valspar, Havas Chicago

## EXPERIENCE

2006

## Bachelors of Architecture, Digital Media Minor

### Iowa State University

- Digital Media Minor with a focus in virtual reality, UX and accessibility design.
- Worked for 2 years creating architectural 3D simulations for the virtual reality lab. (2nd best in the world at the time)

## TOOLS

### Design

Adobe Creative Suite

- Photoshop, Illustrator, InDesign, XD, After Effects, Premiere, Animate, Dreamweaver, Brackets

Figma

Sketch

Axure RP

InVision

Principle

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### Coding & Development

HTML, CSS, JavaScript, PHP, MySQL, MongoDB, WordPress, Shopify

## AWARDS

INMA: Best Idea to Grow Digital Readership or Engagement

- Chicago Tribune Food & Dining

Instructor of the Year

- Adjunct Professor - Game Design, Web Design & Development

The FWA

- FWA of the Day (2)

Awwwards

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

CSS Design Awards:

- Website of the Day (1)