



Derek Stoltz

UX & Product Design Lead

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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 with the team. I've had the privilege of leading and mentoring digital teams - but I also enjoy being in the trenches, knocking out great work every day.

EXPERIENCE

2022 - Present

Experience & Product Design Lead - Strategy/UX/UI Freelance

Brands: Google, Microsoft, Kohler, Loyola University Chicago, Children's Memorial Hospital, Northwestern University, Envoy, Medline and more

Currently with: Fantasy Interactive & Left Field Labs

- Building B2B and SaaS tools connecting design and AI to provide efficient content creation and team production of deliverables.
- Providing UX, strategy and design for AI content tools to dynamically generate webpages, emails, videos, social, and blog content using ChatGPT, Microsoft Copilot and Gemini.

2021 - 2022

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 to 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.
- Led and executed with a team to establish, expand, and maintain design systems for 4 Google brands, MongoDB and Element Fleet.

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

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 about 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 daily ensuring both business and 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.

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 reimaged how multiple Tribune Publishing brands connected with their consumers, built brand awareness through growing consumer loyalty, and launched new product experiences.
- Directed and executed 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.

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, 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)

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

EDUCATION

Bachelors of Architecture, Digital Media Minor

Iowa State University

- Digital Media Minor with a focus on 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)