

Stephen Zito

Experience Designer

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WORK

Wells Fargo

2020 - Present

Lead Experience Designer, VP

- Led end-to-end design for major mobile app enhancements, improving key customer and business KPIs through data-driven UX decisions.
- Drove global navigation redesign and feature delivery, lifting App Store ratings by 2 stars and advancing J.D. Power satisfaction ranking from 4th to 2nd.
- Modernized core banking workflows by aligning with responsive and native design best practices informed by research and competitive analysis.
- Evolved Wells Fargo's design system and mobile navigation paradigm to better reflect user mental models and ensure consistency at scale.

iShares / BlackRock

2019-2020

Senior Product Designer

- Owned design for iShares.com (US and EU), delivering responsive, user-centered experiences informed by usability testing and iterative research.
- Led content experience strategy, improving discoverability and comprehension of ETF products through scalable design patterns.
- Partnered with cross-functional stakeholders to launch major campaigns, including the Sustainability Initiative, iShares' largest in two decades.

Wells Fargo

2017 - 2019

Product Designer

- Designed digital banking experiences across mobile and web, contributing to improved usability and feature adoption.
- Collaborated with product, engineering, and research teams to deliver customer-centered solutions aligned with business goals.

Start-ups

2011-2017

Product Designer

- Co-founded and designed products across AR wearables, marketplaces, gaming, and ad-tech platforms.
- Led UX/UI design and product strategy from concept through launch for early-stage technologies.
- Established branding and scalable design systems for both B2C and B2B products.

Tesla Motors

2010

UX/UI Designer

- Designed touch-based in-car UX for early Model S systems, contributing to Tesla's foundational product experience.
- Ensured compliance with automotive safety and accessibility standards within touchscreen interfaces.

TOOLS

Figma

FigJam

Framer

Adobe CC

Framer

Claude Design

SKILLS

E2E Product Design

Cross-Platform Design

Interaction Design

Information Architecture

Visual Design

Motion Design

Design Systems

UX Research

Agentic UX Design

Front-End Development

EDUCATION

BA Industrial Arts (2009)

San Francisco State University
Honors: Magna Cum Laude