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 San Francisco, CA

I'm Stephen Zito,

Product Designer from the SF Bay Area; expert in creating innovative and elegant digital experiences across web, mobile, and proprietary technologies.

I'm passionate about collaborating with diverse groups of creators, stakeholders, and customers to make technology accessible and enjoyable for users from all walks of life.

Skills



Figma



Sketch



Photoshop



Illustrator



InDesign



InVision Studio



Framer



HTML5 / CSS 3



JavaScript



Experience

Wells Fargo XD • Product Design Lead

2017 - 2021

- Lead design efforts for major enhancements to the Wells Fargo Mobile app, targeting customer pain points to improve business and customer-centric KPIs.
- Instrumental in adding new features, global navigation, and quality-of-life upgrades to the mobile banking experience, resulting in a 2-star improvement in App Store ratings.
- Adapted existing mobile banking workflows to responsive and native best practices, using research and data-driven design to align with modern banking and FinTech apps.
- Updated the Wells Fargo digital brand and design system, aligning a holistic mobile navigation paradigm with customer mental models.

BlackRock / iShares • Sr. Product Designer

2019 - 2020

- Responsible for design of iShares.com (US & Europe) website and products, incorporating user-centric and responsive design principles across Desktop and Mobile.
- Lead design efforts for iShares.com Content Experience, leveraging new and existing patterns and tools to educate users on iShares products.
- Coordinated with iShares and BlackRock stakeholders to launch and support marketing campaigns, including the iShares Sustainability Initiative, its largest announcement in 20 years.
- Lead usability testing sessions to optimize visual design, interactions, and content; driving customers to critical data and actions for ETF products.

Start-ups • Product Designer

2011 - 2017

- Co-founded and aided in building cutting-edge technology start-ups in augmented reality wearables, mobile marketplaces, gaming, and advertising/analytics.
- Design of mobile, web, and proprietary applications through established UX/UI best practices.
- Conceived innovative UX patterns and defined product flows for the emerging mobile space.
- Engaged in user research, user flows, wireframes, prototyping, and usability testing for products and services.
- Critical in establishing branding and design systems for growing B2C and B2B products and companies.

Tesla Motors • UX/UI Designer

2010

- Design and production of touch-based UX solutions for ground-breaking Model S software.
- Design of vector-based UI elements in developing the Tesla Motors brand and aesthetic.
- Focus on automotive regulatory standards and accessibility within the in-car mobile paradigm.
- Real-time collaboration and testing with engineers on proprietary touchscreen technology.

Education

San Francisco State University

BA Industrial Arts: Visual / UI Design

- Honors: Magna Cum Laude
- Class of 2009