

# Cara Stallone

**OVERVIEW** A product design leader with 15+ years of experience guiding design and cross-functional teams to generate products that solve problems and win awards. I lead alongside collaborators, balancing a strong point-of-view with deep empathy to push UX boundaries, influence design strategy and positively impact outcomes. I am passionate about working with others to create digital products and experiences that improve people's lives.

**EXPERIENCE** **SAP Design**  
**Product Design Director**  
2016 – present, Palo Alto, Ca

Lead projects at the intersection of strategy, design and technology. Currently, spearhead initiatives within the global product design team to harmonize SAP's design language across product lines and digital touch-points. Manage globally diverse stakeholders and cross-functional teams, balancing leading with doing while facilitating a culture of teamwork. Champion a strong design culture by advocating for users and design, sharing tools and best practices and proposing ideas to fine-tune our process.

- KEY RESPONSIBILITIES**
- Drive design strategy and path to grow and enrich our product design team
  - Lead creative direction and stewardship for SAP's product design language to support, scale and evolve the UX across hundreds of products
  - Direct brand harmonization initiative to better align SAP's products and digital touch points to the corporate brand
  - Build cross-functional alliances and grow design best practices to deliver holistic, consistent experiences across products
  - Work with design leadership to craft, refine, implement, and communicate a shared design vision and strategy across the organization
  - Collaborate with cross-functional teams to build SAP's first scalable design system
  - Attract and build a talented team of designers – create opportunities for growth through recruitment, on-boarding, mentorship and support

**SAP d.Studio**  
**Visual Design Lead | Product Design Director**  
2013 – 2016, Palo Alto, Ca

Product and visual design lead within a cross-functional team of designers, user-researchers, product owners and developers, dedicated to pushing the boundaries of innovation in product design. Responsible for creating award-winning mobile and web products for both consumer and business users to build products in new markets for SAP. Designed elegant and useful solutions for complex design challenges that created breakthrough products with global reach and local impact.

- KEY RESPONSIBILITIES**
- UX lead for various mobile (iOS & Android) and web application development projects that span technologies and industries
  - Managed teams of designers to define and implement the best (and best looking) user experience possible while solving real-world problems for our users
  - Drove product vision and implemented road-maps through tight collaboration with cross-functional product teams
  - Defined brand strategy and visual direction for individual apps or family of apps – creating scalable visual language across applications and marketing efforts
  - Leveraged multi-disciplinary expertise to drive successful delivery of various projects including videos, events and online courses
  - Managed, mentored and guided team of designers on various projects
  - Managed outside creative agencies and contractors

**PORTFOLIO**  
[dstudio.team/work.html](http://dstudio.team/work.html)

**CONTACT**  
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- EXPERTISE**
- Product Design (iOS, Android, Web)
  - UX Design Strategy
  - User-centered Design Methodology
  - Design Thinking
  - User Research
  - Team Building
  - Creative Leadership
  - Brand Strategy
  - Project Management
  - Copywriting
  - Graphic Design
  - Typography
  - Illustration
  - Color Theory
  - Design Production
  - Photo Shoot Art Direction
  - Offset Print Management

- AWARDS**
- Webby Award (Honoree)
  - IxDA Award Shortlist (Disrupting Category)
  - User Experience Award (Best UX)
  - Appy Award (Lifestyle Category)

**LIMOS.COM**

**Design Director**

2011—2013, San Francisco, Ca

Visual design lead responsible for the design and implementation of all mobile and web products while simultaneously driving the creative strategy for its online & offline marketing programs. Worked collaboratively with cross-functional teams to define information architecture, UX and visual design, providing a holistic brand vision that consistently exceeded business and marketing objectives.

**KEY RESPONSIBILITIES**

Visual design for iOS and Android apps; Mobile web; Web

Worked closely with product and development leads to plan the visual approach of major development initiatives for mobile and web

Built collaborative relationships with each product team

Creative lead for all sales & marketing, business development and supply chain programs

Managed designers and contractors to drive overall creative vision, guiding the Limos.com brand

**BLUENEWTSTUDIO, Founder**

**Art Direction and Design**

1999—2011, San Francisco, Ca

Formed a multidisciplinary design consultancy that provided print, identity and online design services. Clients ranged from individuals and small businesses to multinational corporations. Managed and executed all stages of the design and design-related processes from concept through final production. Directed photo shoots. Managed production and third-party relationships with vendors and freelance contractors.

**KEY PROJECTS**

Brand & Identity, Print Communications, Websites, Interactive Web experiences, Online Advertising, Print & OOH Advertising, In-store Signage/Visual Merchandising, Direct Mail (Print & Digital), Catalogues, Packaging, Illustration

**SELECT CLIENTS & PARTNERS**

Apple, Better Place, Blackrock/iShares, Brand Engine, Buckminster Fuller Institute, CARE, Cavallo Point, Gap Inc, General Mills, Hewlett Packard, IDEO, Jamba Juice, Levi Strauss & Company, MRM, PayPal, Post Ranch Inn, SF Giants, Swirl Advertising, TBWA/Chiat-Day, The Whitney Museum of American Art

**EDUCATION**

**New York University, New York, NY**

Master of Arts

Fine Art | Cultural Studies

**Miami University, Oxford, OH**

Bachelor of Science, Business Administration

Major: Marketing | Arts Management

**NON-PROFIT WORK**

**DrawBridge.org**

2001—present, San Francisco, Ca

Board of Directors, Site Facilitator & Volunteer

**TOOLS**

Adobe Creative Cloud

Sketch

Keynote/PowerPoint

Final Cut Pro

MS Office/Google Docs

Various Prototyping | Collaboration Tools

Stickie notes

Scraps of paper

**WEB + WEB TECHNOLOGIES**

HTML

Javascript/CSS

SEO

Social Media

Site Architecture

Agile Methodology

Responsive/Adaptive Design

**INSPIRATION**

Meaningful design

Small passionate, creative teams

Curious minds

Simplicity

Nature and wide open spaces