

# Stephen Hornbeek

🏠 Los Angeles, CA

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🌐 [Website](#)

A solution-focused and technically competent Design Director and UX / UI Designer with 14+ years of experience in implementing technical solutions for Fortune 500 companies and small businesses. Conceptualized and managed projects with budgets ranging from \$200,000-\$5MM and teams of 2-12. Adept at building turnkey products and plans across a range of platforms including iOS, mobile, web, applications, and more. Successfully grew revenue by up to 40% year over year, reduced cost of user acquisitions by 20%+, and drove user growth/engagement for new and existing brands. Committed professional, highly organized, capable to work under pressure with progressive teams to implement solutions that perform.

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## Skills

- Product Architecture, UX/UI design, Concept Development, Prototyping, Wire Framing, Web/Mobile Apps, Game Design, Graphic Design, Creative Direction
- Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro), InVision, Sketch, iMovie, Final Cut Pro
- Agile Methodology, SCRUM, Waterfall
- HTML5, CSS3, Bootstrap4, responsive design, Cloudflare
- Product Management, Design Management, Business Development, Brand Identity, Design Thinking
- Information Architecture, Responsive Web Design
- Content Analysis, Rapid Prototyping, User Journey Storyboards, Sketching
- User Research and usability testing
- Google Analytics, Google Documents, Google Cloud Services
- JavaScript, jQuery, Node.js, Express.js, AngularJS, AJAX, JSON
- React.js, React Hooks, React Components, React Router, React Navigation, Redux
- REST APIs, Facebook API, YouTube API, Twitter API, Postman
- Git, GitHub, Git workflows, Heroku, Digital Ocean
- Linux & Windows Administration, macOS, VMware

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## Professional Career

2019 – PRESENT

### UX / UI Lead and Design Director / Uptempo Group, San Francisco, CA

**DESCRIPTION:** Uptempo Group is a software consulting company specialized in big Pharma applications for Fortune 500 companies.

- Head of the UX/UI product development for Apple App Store, responsible for designing, implementing, testing, and managing design and content for web and mobile applications that solve business problems using highly scalable and secure components
- Designed and created wireframes, programming 1 corporate website and 6 enterprise applications from the ground up using HTML, CSS, Bootstrap, JavaScript, and Google forms following well-defined and delimited client requirements, budgets, and deadlines
- Developed technical solutions using React, JavaScript, Node.js, Express.js, and Python, fixing bugs and enhancing existing features
- Created social marketing strategies for Reddit, Twitter, Facebook, and LinkedIn that generated new leads, reduced bounce rate by 20% and increased user growth by 120% in 90 days
- Managed and coordinated multiple Twitter campaigns that generated 1M+ impressions and 4,000 app clicks with a \$1,000 investment
- Successfully collaborated with the development department to generate optimized solutions that enhanced marketing strategies

2015 – 2019

### UX / UI Web & Application Developer / Freelancer, Los Angeles, CA

**DESCRIPTION:** A product development expert that built and developed dynamic digital solutions for retail and entertaining companies.

- Founder of SoulAthlete.com, a digital health and wellness company that worked on multiple platforms, wearables, and other devices, achieving 5,000+ users and 1,000+ user-generated fitness challenges within 2 years through a \$50,000 in funding to alpha stage
- Performed integrations using various REST APIs that automated processes, offering insights and data in real-time for end-users
- Designed, developed, and launched digital solutions for small and large companies, including video presentation applications, dating websites, makeup, weddings, food, and more
- Performed in-depth marketing research and competitive analysis with Cloudflare and Google Analytics to identify weaknesses and opportunities for various marketing operations to promote business solutions that perform
- Developed full-stack web applications and various technical solutions, leading projects from rough ideas to production and beyond
- Implemented responsive solutions that ensured a high level of user experience and engagement in any environment or device
- Collaborated with various clients, gathering requirements and ideas that helped in generating technical solutions that generated new business processes or automated existing ones, exceeding expectations and requirements

2012 – 2015

### **Design Manager / Disney Consumer Products, Glendale, CA**

**DESCRIPTION:** Disney Consumer Products creates licensed products and digital applications to support Disney entertainment launches.

- Led the consumer electronics division with full budget and creative responsibility, proposing ideas that enhanced existing physical and digital products, growing the revenue from \$80M to \$110M
- Created a highly successful program named Disney Creativity Studio that achieved 250,000 users and #1 app in the entertainment area
- Led the UX/UI design team, specialized in integrating physical and digital products in a modern and changing world
- Oversaw the approval process for 300+ physical and digital products, performing cost analysis, concept development, product line kickoffs, prototype review, and pre-production sample approvals
- Responsible for multiple game pieces, designs, and concepts for the Disney Infinity game, becoming a key player that helped in generating \$500m revenue
- Directed art design for 10 partner companies including Pixar, Live Action, Classics, Princess, and Disney Jr., leading a team of 3 designers while managing a \$250,000 budget to deliver solutions according to client expectations and requirements

2009 – 2012

### **Product Designer / Mattel, El Segundo, CA**

**DESCRIPTION:** Mattel is one of the largest toy makers in the world, specialized in creating toys and digital experiences for Disney and Pixar.

- Responsible for designing and developing entertaining Disney Cars, Toy Story products, and applications that attract targeted clients
- Architected and built 5-10 new products per year along with 1-2 digital companions, starting with unfiltered ideas to production
- Generated and submitted new IP concepts and digital applications in time for product launches
- Created presentations of original concepts for upper management, as well as performing product and platforms research, managing budgets, schedules, and license approvals
- Successfully collaborated with various departments including marketing, engineering, administration, and external development partners to successfully provide and launch new products

2007 – 2009

### **Product Designer / Radica/Mattel, Dallas, TX**

**DESCRIPTION:** Radica Games was an American company that produced electronic games, acquired later by Mattel, Inc.

- Designed hardware and software products to reinvent play patterns for Fortune 500 brands existing product lines including UNO, Tetris, Twitter, and others
- Created UX/UI designs, wireframes, and flowcharts to manage assets and content libraries using Adobe, Word, and Excel
- Successfully managed \$1M budget for 12 designers and 5-10 external vendors and software engineers, delivering projects within the estimated deadlines
- Built, tested, and deployed refined concepts, launching scalable and secure products that solved business problems

2006 – 2007

### **Product Manager / Photoco, Solon, OH**

**DESCRIPTION:** Photoco is a product design, manufacturer, and distributor of physical and digital electronics.

- Responsible for the design and launch of PhotoShare, Photoco's #1 selling digital photo frame that generated \$10M+ in revenue
- Created UX/UI wireframes for organizing and sharing digital photos, proposing ideas that were adopted, generating expected results
- Developed marketing content, packaging graphics, and website materials according to modern trends using Photoshop and Illustrator
- Successfully launched MiBook product guides with full responsibility of the \$500,000 budget and a team of overseas engineers that collaborated in a highly friendly and secure environment

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## **Projects**

### **Office App / [Link](#)**

A presentation tool that uses Sockets.IO to render video images, allowing multiple people to enter a room where user content and meeting room data is captured using Local Storage.

**TECH STACK:** HTML5, CSS3, JavaScript, jQuery, Sockets.IO, Local Storage.

### **MakeUpApp / [Link](#)**

A web application that renders a makeup website containing how-to videos and products available for purchase.

**TECH STACK:** HTML5, CSS3, JavaScript, jQuery, JSON, DOM, YouTube API.

### **Kit HomeLab / [Link](#)**

A platform that shows step by step videos on how to assemble a home lab. The videos, editing process, and website development were handled by myself in a friendly and organized environment.

**TECH STACK:** HTML5, CSS3, JavaScript, YouTube API, iMovie, Adobe Premiere Pro.

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## **Education**

2019

**Full Stack Web Development / UCLA Extension Bootcamp, Los Angeles, CA**

2006

**Bachelor of Fine Arts Industrial Design / Cleveland Institute of Art, Cleveland, OH**

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