✉ st.zito@gmail.com

</> stzito.github.io

📞 415-640-4576

📍 San Francisco, CA

I'm Stephen Zito,

Product Designer from the SF Bay Area: Expert in creating innovative and elegant user interfaces across responsive web, mobile, native, and proprietary technologies.

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

Skills

- Sketch
- Photoshop
- Illustrator
- InDesign
- InVision Studio
- Framer / Figma
- HTML5 / CSS 3
- JavaScript

Education

San Francisco State University

BA Industrial Arts: Visual / UI Design

- Honors: Magna Cum Laude
- Class of 2009

Designed and developed responsive websites for University and clients, including design and prototyping of mobile and proprietary interfaces.

Experience

Wells Fargo User Experience Team • Visual Design Lead — 2017 - 2019

- Lead visual design efforts for high-profile service features on mobile and browser platforms, targeting user pain points to improve customer satisfaction.
- Instrumental in adding new mobile features, improved global navigation, and quality-of-life upgrades to the WF app experience, resulting in a 2-star improvement in App Store ratings.
- Created new login experience graphics and animations for the mobile app, in addition to new app icons and other marketing and servicing assets for vast re-branding effort.
- Designed and updated visual components within Sketch libraries for visual designers to leverage in new projects, while educating new and existing designers in tools and workflow transition.

Contract Design • Sr. UX/UI & Visual Designer — 2013 - 2017

- User-centric creative design and planning for companies and non-profit community organizations.
- Design of mobile, web, and proprietary applications through established UI and UX best practices.
- User research, user flows, wireframes, prototyping, and testing for products and services.
- Clean, contemporary visual design and branding for digital and print mediums.

Vergence Labs • Lead UX/UI Designer — 2012 - 2013

- Responsive consumer-facing web design for online store and social media platform.
- UX and UI Design for native mobile and web-based applications.
- Research and product design for consumer wearable HD video glasses.
- Unified aesthetic for physical products and software.
- Branding and Visual Design across multiple properties.
- Focus on hardware/software user retention and augmented reality applications.

Tapjoy • UX/UI Designer — 2011 - 2012

- Creation of web and mobile product flows, design, and user interface.
- Collaboration with engineers in implementing new designs and concepts.
- Redesign of mobile and web user experience and aesthetics for consumer and B2B products.
- Conceiving UX solutions and defining product flow.
- UI Design for Tapjoy mobile games and products.
- Establishing and maintaining the Tapjoy brand.

Tesla Motors • UX/UI Designer — 2010

- Design and production of interface elements for a high-resolution touch screen.
- Design of vector-based interface icons with attention to size and scalability.
- Creation of color palette and style guide to unify icons and UI elements.
- Collaboration with engineers in interface features and aesthetics.