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I'm Stephen Zito,

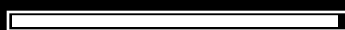
Product & UX/UI Designer from the SF Bay Area; expert in creating innovative and elegant user interfaces across responsive web, mobile, and proprietary technologies.

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

Experience

BlackRock / iShares.com • Product / UX Design Lead 2019 - 2020

- Responsible for redesign and updating of iShares.com Homepage (US + Europe), incorporating Responsive Design and fluid grid principles for optimal Mobile and Tablet experiences.
- Lead design efforts for iShares.com Content Experience, leveraging new and existing components to create content pages and educate users.
- Coordinated with iShares and BlackRock partners to launch and support marketing campaigns, including the iShares.com Sustainability Initiative, its largest initiative in 20 years.
- Designed visual elements, components, and content pages across the iShares.com Digital Experience for modern branding and user experience.

Wells Fargo UX Team • Product / 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.

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

- UX, Interaction, and Visual Design for Tesla Model S high-resolution touch screen.
- Collaboration with engineers to create cutting-edge, proprietary software features.
- Expanded on the Tesla Motors aesthetic with attention to brand cohesion and accessibility.
- Pushed interface design boundaries with new touch-based navigation and interaction patterns, while adhering to auto industry regulations.