

# Stephen Beck

Product Design Lead | End-to-End Product & Scalable Platform Design

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## Summary

Senior Product Designer with 9+ years of experience shaping complex SaaS platforms across enterprise, B2B, and B2C environments. Expert at simplifying technically dense systems, aligning cross-functional teams, and building scalable design foundations. Combines strategic product thinking with hands-on execution and AI-assisted workflows to ship high-impact, user-centered experiences.

## Work Experience

### **BackBox Software – UX/UI Design Lead – *Enterprise IT Automation Platform* | 2022–2024**

- Led definition, system architecture, and UX design of Network Vulnerability Manager (NVM, later rebranded as Vulnerability Intelligence), transforming a manual CSV workflow into a scalable, integrated product; delivered in ~1 month and became the company's fastest-growing revenue stream.
- Owned design of enterprise automation workflows and OEM integrations, shaping core product capabilities used by large-scale IT infrastructure teams.
- Built and scaled a design system that improved consistency, accelerated feature delivery, and streamlined design-to-engineering handoff.
- Partnered with product and engineering to define roadmap, align priorities, and balance user needs with technical constraints.
- Supported front-end implementation and design QA, ensuring high-fidelity, production-ready outcomes.

### **Rotunda Software – UX/UI Designer – *Multi-tenant SaaS (B2C & B2B)* | 2017–2022**

- Designed core web and mobile experiences, simplifying complex scheduling and communication workflows.
- Collaborated cross-functionally to translate ambiguous requirements into intuitive user journeys.
- Built and maintained a shared design system, improving consistency and reducing rework.
- Contributed to landing page design and copy refinement.

### **Karma Coffee – Founder, Design Director, CEO – *Branding & E-commerce* | 2018–2023**

- Launched a specialty consumer brand from concept to market, leading design-led strategy, branding, and e-commerce.
- Designed website, packaging, and visual identity, creating a cohesive digital and physical

brand.

- Directed go-to-market positioning, storytelling, and social marketing campaigns.
- Navigated budget, timeline, and supply-chain constraints to achieve rapid early growth.

### **Ind. Product Build – Founder, Product Lead – Direct Distribution Platform | 2024–Present**

- Launched a zero-to-one direct distribution platform, rethinking traditional streaming with user-owned purchasing.
- Defined positioning, pricing, and acquisition strategy; validated demand via early direct revenue.
- Built a minimal-friction digital experience using AI-assisted prototyping and production-ready UX.
- Integrated payments, fulfillment, and analytics into a cohesive, conversion-optimized system.

### **Independent Product Design Consultant | 2016–Present**

- Partner with early-stage teams to define product direction, structure MVPs, and ship production-ready experiences.

### **Global Waters Outreach (501(c)(3)) – Founder | 2012–Present**

- Built digital infrastructure for a nonprofit focused on creative approaches to global healing and community impact.

## **Skills**

**Product & Design:** Product Strategy • UX/UI Design • Design Systems • Rapid Prototyping • User Research • Accessibility • Heuristics • Cross-functional Collaboration • Agile/Scrum • Competitive Analysis

**Tools:** Figma • Sketch • Adobe Creative Cloud • Jira • Trello • VS Code • Cursor.ai • Claude.ai • lovable.dev • uxpilot.ai

**Technical:** HTML • CSS (SASS, Bootstrap, Tailwind) • JavaScript • Angular & React (familiar) • WordPress • Framer • CMS • PHP • SQL

## **Education**

### **Bloc – UX Design Track**

One-year intensive program with 1:1 mentorship in UX/UI design, branding design, and frontend development

### **University of California, Los Angeles (UCLA) – Bachelor of Arts – World Arts & Cultures**

Academic Honor Societies: Alpha Lambda Delta, Phi Eta Sigma, National Society of Washington