Eric Stoltz

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Product design UX team leader
UX Design and Research ✷ Product Design Leadership ✷ Coaching/Mentoring ✷ Collaborative Design

Resourceful team member advocate, passionate user advocate seeking to leverage deep and wide enterprise UX background into a principal product designer or UX team management/leadership role for a progressive, user-centric organization. Results-focused product design leader and UX management professional with 10+ years of experience in research and design who can collaborate strategically with product, marketing, operations, sales, and software development to ship product. Outgoing and action-oriented idea and concept presenter experienced in partnering with cross-functional teams to craft future initiatives and engage in roadmap negotiations. Team player capable of recruiting, hiring and leading teams, delegating, creating design systems to improve velocity, training staff, and monitoring performance to ensure results.

Key career highlights & contributions

- Improved efficiency by dramatically reducing internal workflow of regularly scheduled funding requests, thus streamlining operational efficiency in a previously time-consuming manual daily process, steps required per customer from 18 down to 4, saving 4 staff members each an average of 8 hours/week.
- Designed an online flow to apply for funding that reduced manual time by internal staff by 15 hours per application, earning a rating by users of 4.7 out of 5 for ease of use.
- Redesigned workflows to accommodate enterprise clients processing thousands of funding requests in the adtech sector where the initial B2B product had been designed primarily for SMBs with typically less than 100 records at any given time.
- Redesigned the entire laboratory setup process for clinical diagnostics lab techs from 12 steps per test to 1 step (for 85% of users), dramatically reducing setup time required for enterprise laboratories with thousands of tests, saving up to hundreds of hours in setup for customer labs and reducing go-live by an average of one week.
- Streamlined workflow for users based on analysis of session replay data that showed almost 50% were taking 8 clicks to obtain the same information every day in a report, providing that information upon login on a new dashboard.
- Identified a number of product features that were being underutilized by clients through analysis of Mixpanel flows, providing a plan to reduce complexity and save developer resources from maintaining unused features.
- Developed a set of user personas by sifting through previous research, drafting a plan to validate elements of those profiles through user interviews and delivering a set of personas that were fewer in number but with more actionable information.
- Led design of a new greenfield product for health information tech users to allow AI analysis of their clinical decision support content, matching their content with new gold standard content, eliminating the need for research and hours of review by busy clinical professionals to update content for EMRs.

Career history

ARCULES, A CANON COMPANY Irvine, CA   2021 to 2022
Principal UX Designer
- Lead the UX team at this international cloud video security SaaS startup owned by $33 billion global enterprise Canon, including senior UX designer and UX intern, providing mentoring, design review, goal-setting and performance evaluation.
- Participate as member of cross-functional Tiger Team planning company transformation, collaborating with CEO and CTO on new customer-centered initiatives.
- Draft and track KPIs to measure business impact of UX through Mixpanel flow analysis and GetFeedback results.

- Lead establishment of standing user testing recruitment program to maximize user input into product by standardizing process, proposed and led international user training initiative (Japan), instituted research and implementation of user personas.
- Work collaboratively with product managers, software engineers, marketing and sales teams to understand user needs and business goals in UX projects. Collaborate with sister companies in international joint ventures.

BIO-RAD LABORATORIES Irvine, CA   2018 to 2021
UX Design Lead
- Designed, tested and iterated on UIs for conversion of flagship clinical diagnostics product at this $2.2 billion global clinical diagnostics/life sciences company from 30-year-old legacy on-prem server software with bolted-on features to modern cloud-based integrated SaaS SPA, which at times required wholesale re-imagining of features from the ground up, based on user testing. Led international user testing program that included Europe and China.
- Initiated cross-disciplinary task force to drive creation and establishment of ongoing governance for a comprehensive design system to speed development, reduce bugs and ensure consistency.
- Trained/coached team designers on design best practices, operational protocol, software functionalities, and tactics to maximize results.

FASTPAY West Hollywood, CA   2015 to 2018
Senior UX Designer
- Analyzed user sessions, overturning previous assumptions about user workflows/objectives and optimized a common user workaround representing over 50% of visits to make it the primary workflow, greatly reducing steps through use of smart defaults.
- Developed UX personas to identify gaps in product offerings and focus research and design.
- Created design system in collaboration with marketing and software development to speed development, reduce bugs and ensure consistent UIs.

ZYNX HEALTH, A DIVISION OF HEARST HEALTH Los Angeles, CA   2011 to 2015
Product Engineer (2011-2013), **UX Designer** (2013-2015)
- Created role of UX evangelist in organization, developing an interdisciplinary advisory group to advance organizational UX maturity model at this enterprise health information technology division of the $11.4 billion media giant Hearst.
- Led design of clinical content analysis software, utilizing AI and NLP to guide hospital users in implementing best practices to reduce mortality, length of stay, and costs.
- Redesigned and streamlined workflows for flagship clinical decision support CMS for EMRs at hospitals and universities.

PREVIOUS WORK HISTORY
- Product Manager, Frequency Networks (social video streaming startup), Los Angeles, 2009-2011
- Front End Engineer, GetBack Media (retro pop culture startup), Los Angeles, 2008-2009
- Consultant (Project Manager/UX Designer/Front End Engineer), Various companies, Los Angeles, 1998-2008

Skills and tools

Enterprise applications | SaaS | AI | ML | Comfort with ambiguity | Personas | User journeys | Design systems | Interaction design | Leadership | Mentoring | Visioning | Communication | Collaboration | User centric | Data-driven design | Beta programs | Cross-disciplinary initiatives | Stakeholder engagement | Presentations | Facilitation | Negotiation | Requirements development | Competitive intelligence | Heuristic evaluation | Task-completion studies | Usability testing | Workflow analysis | UX evangelization | Persona development | Session-replay analysis | Analytics | Material Design | Mobile first | Responsive design | Prototypes | Wireframes | Figma | Sketch | Invision | Jira | Agile UX | CSS | HTML

Education

Coursework in Journalism, University of Southern California