

# Eric Stoltz

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## Product Design Leader

UX strategy & leadership | Enterprise & B2B UX | Bridge-builder | Storyteller | Mentor & coach

**15+ years experience designing consumer-grade SaaS enterprise and B2B platforms and services for e-commerce, fintech, healthcare, biosciences and digital transformation.** Innovative and results-driven UX leader with a track record of driving research-based enterprise and B2B product design strategy, focusing on system scalability and user-centered solutions. Adept at leading high-performing design teams, defining vision, and partnering with cross-functional stakeholders to deliver measurable business impact. Passionate about mentoring, collaboration, and data-driven design to create seamless digital experiences at scale.

## Key career highlights & impact

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- **Enterprise UX leadership:** Led a five-person UX team at Walmart, designing enterprise tools that generated \$518M+ in annual revenue.
- **Strategic business impact:** Scaled online promotional events at Walmart.com, increasing participation by 244% and revenues by 210%.
- **Complex system redesign:** Redesigned laboratory setup for clinical diagnostics, reducing process steps from 12 to 1, saving hundreds of hours in setup time.
- **AI & ML-driven innovation:** Led design for an AI-powered content analysis tool in health information technology, eliminating time-consuming manual research for clinical professionals.
- **Process optimization:** Improved funding request workflows in adtech, reducing manual staff workload by 15+ hours per request.

## Professional experience

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### Principal Product Designer

**Walmart** | Bentonville, AR (Remote) | Aug 2022 – Present

- Lead enterprise-scale product design initiatives for Walmart's third-party Marketplace, defining long-term UX strategy and driving impact across multiple business units, representing incremental revenue of more than \$518 million.
- Partner with executives, product managers, and engineers to deliver data-driven, user-centered design solutions.
- Lead cross-functional UX research efforts, enhancing analytics dashboards and seller performance tracking.
- Key Achievements:
  - Led design of 0-1 internal application to scale promotional events of third-party Marketplace sellers on Walmart.com, increasing seller participation by 244% and revenues by 210%.
  - Designed risk management and authentication solutions for expansion into China, reducing fraud by 35% and account takeovers by 98.5%.
  - Designed a new seller suspension appeal flow, reducing days to resolve by 53% and increasing fulfillment services income by 10%.
  - Launched new Google Maps-based analytics tools improving seller logistics and reducing order cancellations.

## Lead UX Designer

**Arcules** (A Canon Company) | Irvine, CA (Remote) | Jun 2021 – Jun 2022

- Led a team of two designers at a global SaaS startup, transforming customer experience strategy and research methodologies.
- Spearheaded an international user research program (Japan)
- Standardized persona-driven product design.

## UX Design Lead

**Bio-Rad Laboratories** | Irvine, CA | Sep 2018 – Jun 2021

- Led global UX transformation for flagship SaaS product, replacing 30-year-old legacy systems with a modern cloud-based UX for this \$2.6 billion company.
- Built and implemented a company-wide design system, improving consistency, efficiency, and accessibility.
- Conducted international in-person user research at multiple hospitals and clinics (China).

## Senior UX Designer

**FastPay** | West Hollywood, CA | May 2015 – Jan 2018

- Optimized enterprise finance workflows, streamlining key funding processes and reducing internal steps by 75%.
- Analyzed user behavior to reconfigure workflows, increasing efficiency and adoption rates.

## UX Designer, Product Engineer

**Zynx Health** (A Division of Hearst Health) | Los Angeles CA | April 2011 – May 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 \$13-billion media giant Hearst.
- Led design of 0-1 clinical content analysis software, utilizing AI and NLP to guide hospital clinicians in implementing best practices to reduce mortality, length of stay, and costs.

## Skills & expertise

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Enterprise UX & System Thinking | Product Strategy & UX Leadership | Data-Driven Design & Business Impact | Cross-Functional Collaboration & Mentoring | AI, ML, and Scalable SaaS Design | Prototyping, Wireframing & UX Research | Design Systems & Accessibility (WCAG Compliance) | Personas, User Journeys, Design Workshops | Figma, Jira, Agile UX, Competitive Analysis, Process Flows

## Education

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- Coursework in Journalism, University of Southern California