



I am a designer, creative leader and brand strategist, with a 10+ year career touching multiple design areas and industries. Through strategy, design visioning and visual storytelling, I help companies and people bring their ideas, brands and products to life.

Professional Experience

Google | San Francisco Bay Area, CA

Creative Lead, P4A Studio, Products for All

JUL 2023 – PRESENT

Lead creative direction and visual design for the Products for All Studio Team

- Support storytelling, brand and creative artifacts for Product Inclusion & Equity, Accessibility and Internationalization
- Influence and improve the holistic experience for inclusive products through improvements to guidance, brand and narrative, product design, engineering and research across Google
- Lead for visual consistency for accessible design specs
- Drive creative direction for the Products for All organization, unifying missions, ethos and brand presence across pillars and teams through the creation of artifacts across multiple surfaces.

Senior Visual Designer, UX Design Manager

OCT 2021 – JUL 2023

Project, UX and brand lead for cross-functional team ranging from 10-20 people: UX designers, engineers, content strategists, and writers—in the creation of the Accessibility Hub—a central resource for guidance that sparks curiosity, brings delight and builds brand trust:

- Conducted meta-analysis of research and artifacts to understand landscape and identify gaps within existing resources and standards
- Developed robust, shared-goal critical user journeys based on evolved needs of users and audience that align to our product vision
- Conceptualized and conducted a brand sprint with 30+ Googlers to re-imagine the internal accessibility program
- Lead roadmap, overhaul of information architecture, taxonomy and writing to improve discoverability, remove jargon, and engage users
- Ensure the site is built on an accessible platform by performing internal evaluations

Amazon Lab 126 | San Francisco Bay Area, CA

OCT 2020 – OCT 2021

Visual UX Designer

Led the UI design system and contributed to personality features, which led to a multidimensional design language for Amazon Astro:

- Re-imagined UI design system for ease of use, expanding variants for components and connecting them by atomic design methodology
- Conceptualized and developed Amazon Astro Design Language, centralizing guidance and artifacts for HRI, personality, interaction, motion, visual, multimodal, sound, and voice design, for effective collaboration and handoff with program managers and engineers
- Improved Astro's personality and overall delight by creating fun microinteractions, motion, visual design and App store homescreens

Transamerica | Denver, CO

Design Lead | Senior UX Designer

APR 2017 – OCT 2020

Led design and strategy for the Workplace Experience, Individual Experience and Cardinal Design System:

- On leadership pod, supporting alignment across product, engineering and design functions
- Led redesign and re-platforming of outdated B2B and B2C experiences to bring delight and improved functionality
- Developed new features based on user research that support evolved needs and capabilities while demystifying finance for users
- Served 7 digital products across Transamerica's product ecosystem as design system lead, managing 4 designers and 2 UI developers
- Managed backlog and roadmap of design components, conducted research and developed components to increase efficiency
- Researched and recommended improvements to office interior design to improve morale, employee retention, and workplace harmony

The Creative Group | Seattle, WA & Denver, CO

Senior UX & Visual Design Consultant

NOV 2016 – MAY 2018

Transamerica

- Improved information architecture, conceptualized and enhanced features across products, improving opportunities for self-service
- Led UI design vision for UI to provide a more polished and fresh look and feel

Providence Health & Services

- Improved UX and visual design for Get Care Now mobile app while collaborating with design lead, engineers and QA
- Developed a platform-agnostic white labeling system to improve processes for both design and development

Alaska Airlines

- Upon merging of Virgin and Alaska Airlines, assessed current site for opportunities for improved visual design
- Explored various visual design treatments and gamification features to elevate the Alaska Airlines website

Professional Experience (cont.)

Wunderman | Seattle, WA

Art Director

AUG 2016 – NOV 2016

Worked on a range of projects on the Microsoft team, including Xbox, Windows Surface & Devices and Office:

- Provided visual design and illustration for email campaigns on FIFA '17, Minecraft, and Microsoft Year In Review
- Oversaw and executed visual design for landing site and email campaign for release of Surface Studio

Microsoft | Redmond, WA

Visual UX Designer

FEB 2015 – AUG 2016

Worked on user experience and visual design for marketing and in-product materials on OneDrive SharePoint (ODSP):

- Responsible for redesigning and maintaining visual design for Onedrive.com on web and mobile platforms
- Designed marketing collateral, illustration, and wearable design for and campaigns for Office and OneDrive
- Envisioned and conceptualized UX and visual design for OneDrive blog

Sesame Communications | Seattle, WA

Brand and Graphic Designer

SEP 2014 – JUN 2015

Executed design visioning to improve visual presence

- Created print and web graphics while maintaining the Sesame Communications brand
- Provided graphic design for trade show booth design

Valore Partners (formerly Statêra) | Tempe, AZ

Graphic and UX Designer

MAY 2013 – FEB 2015

In-house designer for marketing materials and UX design

- Handled all stages of design for print and digital materials for marketing, landing pages, mobile application design
- Designed check-in mobile app for company/client events, as well as contributed to event planning
- Conceptualized flow and visual design and voice UI design for a virtual assistant kiosk

Education

UC Berkeley Extension | Berkeley, CA

Student | Interior Design and Architecture

Expected graduation date - FALL 2025

Arizona State University | Tempe, AZ

Bachelors of Science, Visual Communication Design

MAY 2013

ScrumAlliance

Certified Scrum Product Owner®

APR 2019

Community

Euniece Law | The Legacy Continues, 501(3)(c)

Design and communications, volunteer

DEC 2022 - PRESENT

Diversity, equity + inclusion

Black Googler Network (BGN)

Bay Area Chapter Lead, Design & Comms

Amazon Black Employee Network (BEN)

Former Co-lead & designer, Global Culture Committee

Blerd Colorado

Former Core Member + Creative Director

Skills & proficiencies

Creative direction

Brand design & strategy

Storytelling

UX design

Visual design

Design systems

Motion design

Graphic design

Video creation & editing

Accessible design

Interior design

Agile methodology

Product management

Program management

People management

DEI

Creative Cloud

Figma

Abstract

Sketch

Invision

Axure



Stephanie Bitler

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