

Stephen Beck

Product & Design Leader | Strategy → Design → Implementation

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Summary

Senior Product Designer with 10+ years of experience shaping complex SaaS platforms across enterprise, B2B, and B2C. Simplifies complex systems, translates market and user needs into useful products, and aligns cross-functional teams around product vision. Strategic product thinker and hands-on designer leveraging AI-assisted workflows to ship valuable products.

Work Experience

Stealth Startup – Director of Product Experience – *Identity & Access Mgmt.* | 2026–present

- Converted an ambiguous founder vision into decision-ready scope: triaged 51 open questions into 13 blocking decisions, three readiness gates, and six hardware acceptance tests; established the resulting product documentation as leadership's source of truth. Market sizing and competitive analysis corrected the differentiator, killed a weak positioning claim, and surfaced an overlooked buyer segment.
- Defined a zero-knowledge, hardware-token-based collaboration product from the ground up: authored the architecture, product brief, 26-screen IA, and user-mode flows; cut the first release to 9 screens and reframed it as a pilot designed to generate findings rather than imply PMF.
- Designed cryptographic constraints as product experience, including a first-class transparency surface that shows members the actual server-side record held about them.

Rotunda Software – Product Optimization Consultant – *Multi-tenant SaaS* | 2026–present

- Leveraged Heap to identify high-friction drop-offs in user funnels and proposed solutions to leadership, resulting in a lower-friction UX and an 8% improvement in sign-up conversion.

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

- Led product 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 product roadmap, align priorities,

balance user needs with technical constraints, facilitate front-end implementation, and streamline design QA.

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 an intuitive UX.
- Built and maintained a shared design system, improving consistency and efficiency.

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

- Launched a specialty consumer brand from concept to market, selling 800+ kg of coffee while leading brand strategy, identity, e-commerce, go-to-market, and operations.

Independent Product Work

Direct Distribution Platform — Product Designer / Developer | 2024–Present

- Launched a zero-to-one direct distribution platform, defining positioning, pricing, payments, fulfillment, analytics, and the end-to-end product experience; validated demand through early revenue.

Family Behavior & Rewards Platform — Product Designer / Developer | 2025–Present

- Designed and built an iOS family behavior-management platform centered on customizable behaviors, star-based reinforcement, and redeemable rewards.

School Dismissal Platform — Product Designer / Developer | 2025–Present

- Designed and built a cloud-based SaaS platform to streamline student pickup and dismissal workflows for schools and families.

Skills

Product & Design: Product Strategy • Product Definition • Product Design • Design Systems • Prototyping • User Research • Accessibility • Cross-functional Collaboration • Agile/Scrum

Tools: Figma • Adobe CC • Cursor • Claude Code • Lovable • UX Pilot • VS Code • Jira • Heap

Technical: HTML • CSS/SASS • JavaScript • React • Angular • Tailwind • Bootstrap • PHP • SQL • WordPress • Framer

Education

UCLA – B.A., World Arts & Cultures

Bloc – UX Design, Branding, & Development