

Stefan Kovalik | Principal Product Designer

Dynamic and strategic Principal Product Designer with over a decade of experience in leading diverse design projects, from e-commerce development to brand strategy. Combines a user-centric approach with strong technical acumen to design impactful business solutions. Dedicated to continuous learning and advancing design innovation.

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GMT-08:00 California, USA

Experience

Graphics and Web Development Director | 2020 - Present

Simply Smart Home, Dublin CA

- **ClicSmart and PhotoShare Product Design and Brand Leadership:** Spearheaded the full design lifecycle of ClicSmart and PhotoShare, with a user-centric approach. Managed and executed branding, 3D product imagery, animated ads, presentation decks, packaging, displays, and mobile app design. Implemented project management systems to optimize workflows with teammates and stakeholders, leading to successful product placements in major retailers, including Walmart and Costco, and tripling 2023 annual revenue to \$5 million.
- **E-commerce Website Development and Optimization:** Solely designed and developed the company's e-commerce website, enhancing user engagement and contributing to a 22% increase in total sales. Continuously enhances user experience with feature updates and strategic content management.
- **Strategic Brand Development and Market Growth:** Drove a brand refresh aligned with target demographics, resulting in a 233% YOY sales increase in 2021. Employed market trend analysis to guide branding decisions, resulting in sustained product appeal and market relevance.

Technology Director | 2020 - present

QTBIPOC Design 503c, New York NY

- **Website Design Leadership and Designer Mentorship:** Directed the design and development of the organization's website, subsequently mentoring and guiding junior to mid-level designers in content management and website administration. Plays a pivotal role in shaping programming and fostering the professional growth of emerging designers.
- **Strategic Business Design and Operational Leadership:** Led Business design initiatives including internal operations, project management, marketing and branding. Facilitated committee meetings and coordinated team activities, improving organizational effectiveness.
- **Foundational Leadership and Program Success:** As a founding member of the planning committee, contributed significantly to the graduation of three student cohorts, leading to transformative outcomes and strategic business partnerships. Involvement was instrumental in driving the organization's mission and expanding its impact.

Website Development Contractor | 2023 - 2024

Website Administrator | 2016 - 2019

The iO Theater, Chicago IL

- **Re-engaged in late 2023:** Designing and building an updated site for new company ownership.
- **Project Management and Revenue Growth:** Drove a 24% YOY increase in total ticket sales in 2018, increasing online ticket sales from 50% to 75%, and reduced content entry time for staff by half, through collaborating with TicketFly to design and build their first Flagship managed hosting website. Focused on project management with iO, optimizing the ticket purchasing process, integrating a seamless POS system, post-launch feature development and content management.

Founder | 2019 - Present

Kovalik Design, Los Angeles CA

- **E-commerce Site Development and Revenue Growth:** Led a comprehensive e-commerce site redesign and development, tripling annual revenue to \$5 million. Emphasized user-centric design, database mapping, and seamless checkout processes. Continues to ensure growth and efficiency through managed hosting, feature enhancements, and new employee training.
- **SEO for Music Instruction Studio:** Designed and developed an engaging website for a music instruction studio, incorporating SEO tactics and AdWords strategies that achieved full booking within five months of launch. Prioritized intuitive navigation, marketing-funnel tactics, and online visibility, resulting in successful client acquisition.
- **Non-Profit Video Production Company Growth:** Designed and executed a branding and web development project for a non-profit video production company, culminating in securing six-figure contracts and Emmy nominations.
- **Pro Bono Support and Mentorship:** Provided pro bono website development and business strategy mentorship to five entrepreneurs, nurturing their success and fostering long-term growth. These mentorships evolved into business partnerships, with them returning as clients for site updates and strategic consulting.

Technical Skills: UX/UI Design, Information Architecture, Wireframing, Prototyping, Usability Testing, Responsive Design, Graphic Design, Web Development, Brand Strategy, Project Management, Agile Methodologies, Accessibility Standards, User Research, HTML/CSS, JavaScript, SEO Optimization, Data Visualization, Interaction Design, Mobile App Design, User Persona Development, Customer Journey Mapping, A/B Testing, Product Development, Digital Marketing

Programs: Adobe Creative Suite, Figma, Git, JIRA, Notion, Google Analytics, MS Office Suite, Google Suite, Sketch, WordPress