Eric Stoltz

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Product design 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. 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 building teams, delegating, creating design systems to improve velocity, training staff, and monitoring performance to ensure results.

Key career highlights & contributions

- Led initiatives of new greenfield associate application for management of online promotional events for walmart.com, scaling effort and increasing revenues by 500%.
- 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 scale to needs of 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.
- 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 through ML, eliminating the need for research and hours of review by busy clinical professionals to update content for EMRs.

Career history

WALMART Bentonville, AR   2022 to present
Principal UX Designer

- Lead a team of five designers crafting new enterprise flows for sellers in Walmart's third-party Marketplace, in collaboration with multiple 4itB teams of product, design, business and engineering for projects representing increases totalling more than $518 million in annual revenue.
- Collaborate with business, product and engineering partners to design multiple associate and seller tools and flows:
  - Scale ability to create and curate online events to eliminate manual flows and increase sales by 500%
  - Implement a new off-boarding flow for account terminations to reduce executive escalations by sellers by 80%
  - Reduce revenue losses due to suspensions with a new appeal flow, reduce days to resolve by 53% and increasing fulfillment services income by 10%
  - Design automated email communications to reduce order auto-cancellations by 10% and late deliveries by 5%
  - Provided new designs to reduce risk in opening China to sellers at scale, from a new risk-management rule system to reduce missed fraud by 35% and new authentication flows to further reduce ATO takeovers by 98.5%.
  - Create a new map-based system to help sellers improve their on-time delivery metrics on a regional basis to reduce cancellations, returns and customer service sessions.
- Lead initiatives to gather user research for multiple feature enhancements, new analytics dashboard tracking seller performance and two new associate-facing applications.
- Lead quarterly planning for team by analyzing PRDs and estimating LOEs in conjunction with product and business partners.

ARCULES, A CANON COMPANY Irvine, CA   2021 to 2022
Principal UX Designer
‣ Led two other designers at this international cloud video security SaaS startup owned by $33-billion global enterprise Canon.
‣ Participated as member of cross-functional Tiger Team planning company transformation, collaborating with CEO and CTO on new customer-centered initiatives.
‣ Led establishment of standing user testing recruitment program to maximize user input into product by standardizing process; proposed and led international user testing initiative (Japan), instituted research and implementation of user personas.

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.

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.
‣ 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.

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.

Skills and tools

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4 in the Box | Agile UX | Enterprise applications | SaaS | AI | ML | Comfort with ambiguity | Interaction design | Leadership | Mentoring | Visioning | Communication | Collaboration | User centric | Data-driven design | Stakeholder engagement | Presentations | Facilitation | Negotiation | Requirements development | Competitive intelligence | Personas | User journeys | Design systems | Heuristic evaluation | Workflow analysis | Persona development | Session-replay analysis | Analytics | Material Design | Mobile first | Responsive design | Prototypes | Figma | Jira | CSS | HTML

Education

Coursework in Journalism, University of Southern California