

STEFAN TILKE

UX / UI Designer

● Portfolio | LinkedIn

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■ 617-530-0182

UX / UI Designer | Simpleview (acquired by Granicus)

OCT 2022 – APR 2025 | Remote

- Led end-to-end UX / UI for 24+ large-scale responsive web products (millions of users), from lean UX research, wireframes, and high-fidelity prototypes to developer handoff, delivering user-centered, accessible, and pixel-perfect experiences across desktop and mobile
- Partnered with engineering, PMs, and stakeholders to optimize IA, user flows, and content hierarchy; Travel Tacoma earned a Gold dotCOMM award and delivered +28% organic traffic and +37% hotel referral clicks, with higher event discovery and engagement
- Designed scalable, accessible systems for a modular CMS, including component libraries, reusable styles, and design patterns that carefully balanced brand consistency, performance, and WCAG accessibility compliance across websites and campaigns
- Built and maintained Figma component libraries and documentation; prepared dev-ready specs, style guides, and presented design rationale to creative and technical audiences; usability feedback informed iterations

Web / Product Designer | Blacksmith Branding

JAN 2019 – SEPT 2022 | Remote and On Site

- Delivered end-to-end UX/UI and visual design for a diverse range of B2B/ B2C SaaS clients (fintech, medtech, cybersecurity, entertainment, lifestyle), turning business goals into intuitive web and mobile experiences while upholding brand consistency and design system standards
- Mentored a junior designer, managed contractors, and represented design in cross-functional project execution and client presentations

Designer | Edge Marketing

JAN 2017 – DEC 2018 | On Site

- Designed responsive user-centric websites, marketing materials, and brand assets that improved client visibility and user engagement

Selected Freelance Projects

J2 Ventures – Website redesign, Webflow Dev + brand support – 2024
Brandlight.ai – Full website design for early-stage AI startup – 2025

About Me

I design beautiful, intuitive digital experiences that work great and make people happy

Skills

UX / UI Design
Product Design
Mobile UX Design
Design Systems
Interaction Design
Visual + Brand Design
Prototyping, Wireframing
User Research
User Flows
Information Architecture
User Centered Design
Usability Testing
Component Systems
Responsive Web Design
Accessibility (WCAG)
HTML, CSS, Webflow
Cross Functional Collab
Project Management

Tools

Figma, Sketch, Framer
Adobe Photoshop,
Illustrator, After Effects
AI Tools inc. Midjourney

Design Training

DesignLab UX Academy

Queen's University Canada

2007 – 2011

Classical History