

STEFAN TILKE

UX / UI Designer

● stefantilke.com

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EXPERIENCE

UX / UI Designer · Simpleview (acquired by Granicus)

OCT 2022 – APR 2025 · Remote

- Led end-to-end UX/UI for 24+ responsive web products (millions of users), covering research, wireframes, prototypes, and developer handoff, while ensuring user-centered, accessible experiences across desktop and mobile
- Partnered with PMs and engineers to refine information architecture, user flows, and content hierarchy for travel sites; earned a Gold dotCOMM award and drove an average +28% increase in user engagement and +32% increase in conversion referrals post-launch across projects
- Built and scaled accessible design systems for use in our modular CMS, including component libraries, reusable styles, and content-driven patterns that balanced brand consistency, performance, and WCAG compliance
- Rebuilt and maintained the master internal design system in Figma with Confluence documentation, prepared developer-ready specs, and incorporated usability testing insights into iterations

Product Designer · Blacksmith Branding

JAN 2019 – SEPT 2022 · Remote and On Site

- Designed UX/UI and visuals for diverse B2B/B2C SaaS clients (fintech, medtech, edtech, cybersecurity, entertainment, lifestyle), from work on focused product features to large web projects, turning business goals into intuitive, pixel-perfect web and mobile experiences
- Mentored a junior designer, managed contractors, presented to clients, and wore many hats to deliver polished, user-centered solutions

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 · 2025

Brandlight.ai · Full website design for early-stage AI startup · 2025

SKILLS

UX / UI Design
Product Design
Mobile UX Design
Design Systems
User Research, Analytics
Information Architecture
Prototyping, Wireframing
Usability Testing
User Flows
Interaction Design
Motion Design
Visual Design
Brand Design
User Centered Design
Responsive Web Design
Atomic Design Principles
Accessibility, WCAG, 508
Agile Methodology
Cross Functional Collab
Project Management

TOOLS

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

EDUCATION

CareerFoundry UX
Design Immersion
Certificate – 2020

Queen's University
Canada
2007 – 2010
Psychology