Stephen Barbuto

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SUMMARY

Lead Product Designer with 12 years across B2B SaaS in retail, supply chain, and construction, combining product design with frontend engineering. Founding and solo designer on multiple 0-to-1 platforms, with design systems experience spanning 22 white-label client configurations from a single token architecture. Currently building AI-native design workflows, integrating LLM assistants into products and replacing static specs with working prototypes in engineering handoff.

WORK EXPERIENCE

Tactiq
Senior UX Designer, Product Design Lead — Feb 2024 - Present

- Lead design across Tactiq's product suite, spanning two retail communication platforms, an invoicing platform, an analytics hub, and an embedded AI assistant, tripling notification engagement on Pipeline (20% → 60%).
- Architected and maintained a white-label design system with token-based theming, supporting 4 distinct user experiences and 22 retailer configurations from a single source of truth.
- Led design for Acuity, a new B2B invoicing and price book platform, owning final delivery of the pricing portal and EDI messaging features from concept through engineering handoff.
- Integrated Claude Design into the design workflow, migrating the GlobalWorx and Acuity design systems into the platform and building interactive prototypes that replaced static specs in engineering handoff.
- Audited the GlobalWorx platform experience end to end, identifying critical UX gaps and establishing a prioritized improvement roadmap adopted by product leadership.
- Led and mentored a multidisciplinary design team, shaping the strategic vision and roadmap for Tactiq Insights alongside product and engineering leadership.

KADO Networks
Founding Senior Product Designer — Jan 2022 - Jan 2023

- Joined as the first and only designer, establishing the product design function from zero and defining the process, tooling, and standards for the company.
- Led design for MVP 1 and MVP 2 as sole designer, owning feature discovery through high-fidelity delivery across mobile and web on a two-week sprint cadence.
- Built the company's first design system, unifying mobile and web patterns and enabling consistent delivery as the product surface expanded.
- Established the user research practice, developing personas and usability findings during a period of 200% organic growth.

Blue Book Construction Network → Dodge Construction Network
UX Designer — Sep 2021 - Jan 2022

- Defined UX strategy and delivered designs for the ground-up rebuild of Dodge's flagship construction intelligence platform, now live as Dodge One, following Blue Book's acquisition by Dodge Data & Analytics.
- Partnered with an external design studio through discovery and research, validating direction through user interviews and prototype walkthroughs.

UI/UX Developer — Aug 2020 - Sep 2021

- Directed UX/UI design and frontend engineering across consumer-facing and internal products, owning both design and implementation.

UI/UX Designer — Nov 2016 - Aug 2020

- Built a reusable component library that unified internal applications and standardized design across development teams, and designed marketing pages and email templates supporting brand cohesion.

The Children's Place
Associate Developer — Jun 2014 - Nov 2016

- Developed and designed internal enterprise systems as the team's sole UI designer, including a sample fabric ordering system, an omni-channel order catalog, and a technical design measurement system.
- Delivered store operations technology across a national retail footprint, including chip-and-pin POS implementation and deployment, a store portal redesign, and SAP transaction log tooling.

PRODUCTS

Tactiq Insights – Analytics Hub & Embedded AI Assistant

- Designed and launched an advanced analytics platform consolidating GlobalWorx and Acuity data into real-time DSD visualizations for retailers and manufacturers, including Tessa AI, an embedded LLM assistant that leverages the DSD data lake to summarize complex analytics, predict out-of-stocks, and surface distribution insights in natural language.

GlobalWorx – Large-Format Retail Communication Platform

- Designed the DSD communication platform serving large-format grocery chains including Kroger, ADUSA, and Harris Teeter, improving collaboration between retailers, distributors, and manufacturers to streamline replenishment and reduce out-of-stock occurrences.

Pipeline – Small-Format Retail Communication Platform

- Delivered UX for a mobile-first communication tool serving small-format retail including CVS, Dollar General, and Dollar Tree, enabling store teams to resolve out-of-stock issues faster through streamlined vendor communication. Tripled notification engagement, 20% to 60%.

Acuity – B2B Invoicing & Price Book Platform

- Led design for a new invoicing and price book enforcement platform alongside a second designer, owning final delivery of the pricing portal and EDI messaging experiences from concept through engineering handoff.

KADO – Digital Business Card & CRM Platform

- Built KADO's design practice from the ground up as founding designer, owning discovery, UX, and visual design. Shaped the product from concept to launch, delivering QR-based card sharing, lead capture, and CRM integrations with Salesforce, HubSpot, and Microsoft Dynamics during a period of 200% organic growth.

Dodge One – Commercial Construction Intelligence Platform

- Defined UX strategy and delivered designs for the ground-up rebuild of Dodge's commercial construction data platform, developed internally as Nexus and Dodge Construction Central 2.0. Shaped early information architecture and interface direction for a platform tracking 636,000+ projects annually, now live as Dodge One.

Engage – Construction B2B Networking Platform

- Designed and built a B2B networking platform delivering a personalized industry feed for tracking projects, people, events, and articles. Owned UX design and frontend engineering end to end, growing the platform to 32,000 members.

Internal Platforms – BizDevConnect CRM & REM365 Account Management

- Led design and frontend engineering for BizDevConnect, a mobile-optimized CRM extension for field sales, and REM365, an account management platform delivering faster editorial workflows and more accurate network data.

SKILLS

Design Systems • Design Tokens • White-Label Theming • Product Design • UX Design • UI Design • Frontend Development • Claude Design • Claude Code • Figma • Design-to-Development Handoff • Information Architecture • Interaction Design • Visual Design • Accessibility (WCAG) • Design Strategy • User Research • User Interviews • Usability Testing • Journey Mapping • Personas • HTML/CSS/JavaScript • Lovable • Cursor • Miro • Zeplin • Mixpanel • Sketch • Jira • Confluence • Cross-Functional Collaboration • Mentorship

EDUCATION

University of Scranton — Scranton, PA
B.S., Media & Information Technology; A.A., Studio Art; A.A., History — 2014

CERTIFICATIONS

AI Transformation Certification, YPO — 2026