

Principal Product Designer and Systems Architect with 15+ years of experience turning ambiguous product, business, and technical problems into scalable digital systems. Work spans enterprise technology, retail, CPG, fintech, healthcare, sports media, Web3, aviation, and transportation across agency, independent, and embedded product environments. Projects include acquisitions, high-visibility launches, and systems supporting major brands, retailers, foundations, and enterprise organizations.

Experience

Principal Product Designer & Systems Architect

Jan 2011 – Present

Whoa.Work / Stauss IO · Independent Practice · Remote

Independent product design practice working across fintech, healthcare, retail technology, Web3, sports media, aviation, emergency response, and consumer products for clients ranging from early-stage founders to major brands and retailers. Translate ambiguous requirements, legacy complexity, and open-ended business problems into scalable product systems, working prototypes, and build-ready direction. Engagements include a platform shipping live on ESPN, TokenProof’s acquisition by Yuga Labs, and a relocation technology engagement acquired by one of North America’s largest moving companies.

User Experience Lead

Sep 2020 – Oct 2022

Heartland Whole Health Institute · Bentonville, Arkansas

First product design hire at an institute reshaping healthcare around whole-person, preventative care. Built the design function from scratch across product design, website design and development, design systems, intranet architecture, internal tools, presentation systems, and organizational communication templates. Established UX standards, brand governance, and digital experience guidelines that gave teams a consistent operating language across leadership, operations, communications, and product strategy.

Sr. Product Designer, Design Systems

Apr 2020 – Sep 2020

NerdWallet · Contract · Remote

Brought in to rethink NerdWallet’s design system, which became Currency: a unified system spanning financial editorial, consumer tools, and SaaS products. Rebuilt documentation around a variants-first model that cut component discovery time by 50%. Established contribution pathways, documentation standards, design guidelines, grid tooling, and layout enforcement across Figma and Storybook. Post-launch, documentation visits tripled and designer/engineer satisfaction reached 80%.

Senior Product Designer

Dec 2018 – Mar 2020

RevUnit · Bentonville, Arkansas

Led on-site discovery workshops and design sprints for Chevron, Walmart, Sam’s Club, Virgin Hotels, Purina, UniGroup, HEB, Zappos, and Toll Brothers. Translated stakeholder ambiguity into prioritized user needs, product opportunities, decision frameworks, executive-ready recommendations, wireframes, high-fidelity prototypes, user testing plans, and product narratives delivered within compressed sprint timelines.

Expertise

- Product Design
- Design Systems
- UX Strategy
- Information Architecture
- Product Strategy
- AI Product Design
- Interaction Design
- Prototyping
- Frontend Development
- Design Engineering
- Component Architecture
- Brand Identity

Industries

- Enterprise Technology
- Retail & eCommerce
- Consumer Products / Goods
- Fintech
- Healthcare
- Sports Media
- Web3 Technologies
- Aviation
- Transportation

Senior Product Designer

RichContext · Rogers, Arkansas

Jun 2017 – Dec 2018

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Owned product design for Lucy, RichContext's rich content management and publishing platform used by Coca-Cola, P&G, Unilever, Hershey's, and General Mills. Designed dashboards, catalog management, experience builders, module builders, publishing workflows, media management, analytics, and administration across Admin, Brand, and Client portals. Built configurable rich media patterns that rendered natively across Kroger, Walmart, Amazon, Meijer, and other major retailers.

Founder & Product Director

Made With Craft · Fayetteville, Arkansas

Nov 2016 – Aug 2017

Founded and ran a small studio delivering brand strategy, visual identity systems, website design, and digital product design. Managed client acquisition, scoping, creative direction, contractor coordination, and delivery across multiple concurrent engagements.

Senior Product Designer

RevUnit · Bentonville, Arkansas

Aug 2015 – Aug 2016

Designed UX/UI patterns for Walmart internal tools and employee-facing applications across store operations, task workflows, workforce management, and frontline associate needs. Conducted in-store UX testing in active Walmart locations, validating patterns against Zebra MC40 hardware, BYOD constraints, and time-sensitive workflows. Contributed to an enterprise design system for migrating legacy tools to Ionic and Angular.

UX/UI Designer & Developer

BlkBoxLabs · Fayetteville, Arkansas

Nov 2014 – Jul 2015

Established core UX/UI practices where none existed, influencing design culture, hiring standards, client process, and design-engineering collaboration. Led the Acceptance Insurance redesign across quote flows, policy management, dashboards, payments, responsive UI patterns, and digital style guide. Designed CPG sentiment dashboards for Glad, Clorox, Brita, and Burt's Bees, plus healthcare platforms for Dell Children's Medical Center and Seton Healthcare.

UX/UI Designer & Front-End Developer

Summit Projects · Hood River, Oregon & Dallas, Texas

Feb 2011 – Nov 2014

Designed responsive websites, ecommerce experiences, visual systems, UI patterns, and content platforms for Vega, Mountain Khakis, IntelliSkin, Remington Outdoor Company, Nike sub-brands, and Linfield University. Led Vega's digital ecosystem across marketing, ecommerce, recipes, meal plans, athlete content, and product education. Built production websites, interfaces, and front-end systems.