Caleb Stauss

Senior Product Designer & Design Engineer

479-202-1250 calebstauss@gmail.com calebstauss.com linkedin.com/in/calebstauss

SUMMARY

Senior product designer and design engineer with 15+ years leading UX for complex, multi-surface customer journeys across native mobile, responsive web, and enterprise platforms. Former NerdWallet design systems contractor who helped create Currency, the component library behind financial editorial, consumer tools, and SaaS products. I turn ambiguous systems into clear flows, interaction models, and scalable patterns, partnering closely with product, research, content, and engineering. I prototype in Figma, React, and AI-assisted tools to pressure-test journeys early, and treat accessibility and systems thinking as a baseline.

SKILLS

Design Leadership: Experience Strategy, Field Research, Research and Synthesis, Journey Mapping, Interaction Design, Usability Testing, Operational Workflows, Stakeholder Alignment

Design Systems: Design System Strategy, Component Architecture, Design Tokens, Governance and Adoption, Figma Libraries, Storybook, Accessibility and WCAG

AI and Automation: Generative AI, AI-Assisted Prototyping, Prompt Engineering, OpenAI API, Claude Code, Codex, Cursor, Workflow Automation, n8n, Zapier, Make

Engineering: React, Flask, Angular, Ionic, Webflow, HTML, CSS, JavaScript

EXPERIENCE

Principal Product Designer & Systems Architect, Consulting

2011 – Present

Whoa.Work / Stauss IO · Independent consulting alongside full-time roles · Remote

HIGHLIGHTS

- **Major League Pickleball:** Designed the live operational platform powering scoring, standings, schedules, player experiences, and ESPN broadcast operations across three professional seasons and two live drafts.
- **TokenProof (acquired by Yuga Labs, 2025):** Led product design for secure digital credential and event access across native mobile and responsive web, powering 75+ events across 20+ blockchains.
- **Visit Central Oregon:** Audited and restructured 700+ pages into a scalable regional platform spanning 12 cities, 16 activity categories, and 195 city × activity pages built from six reusable templates.
- **Walmart Endless Aisles:** Led UX for an omnichannel in-store kiosk connecting Walmart shelves with Walmart.com inventory; designed the motion-based interaction model for a 60-inch display and validated it in live stores.
- **HostBook:** Designed and built a rental guidebook platform with a React frontend, Flask backend, and GPT integration that generates on-demand guest experiences from each host's selected widgets.

User Experience Lead

Sep 2020 – Oct 2022

Heartland Whole Health Institute · Bentonville, Arkansas

First product design hire at an institute redefining healthcare around whole-person, preventative care. Built the product design function from the ground up, partnering directly with executive leadership to turn ambiguous ideas into working software, scalable systems, and consistent brand experiences.

- Designed and developed a custom web application for the Institute's youth-focused Whole Health program, from concept through working product.

- Built a living design system and component library in Webflow that powered the Institute's website and a reusable online course templating platform, establishing scalable patterns across surfaces.
- Developed the Institute's brand strategy and brand guide with executive leadership, then automated brand asset generation so teams could produce consistent materials without a design bottleneck.
- Established UX standards, digital governance, and implementation patterns that gave leadership, operations, and communications a shared operating language.

Senior Product Designer, Design Systems

Apr 2020 – Sep 2020

NerdWallet · Contract · Remote

Brought in to redesign NerdWallet's design system, creating Currency, a unified component library supporting financial editorial, consumer tools, and SaaS products across Figma and Storybook.

- Built a reusable component architecture with reusable components, documentation, contribution workflows, and implementation standards connecting Figma to the Storybook codebase, creating scalable patterns across multiple product surfaces.
- Established a shared product design language through design principles, usage guidelines, and documentation templates for foundations, components, and patterns, giving designers and engineers a consistent framework for applying and extending Currency.
- Cut component discovery time by 50%, tripled documentation adoption after launch, and raised designer and engineer satisfaction to 80%.

Senior Product Designer

Dec 2018 – Mar 2020

RevUnit · Bentonville, Arkansas

Partnered with executive leadership at Fortune 500 companies including Walmart, Sam's Club, Chevron, UniGroup, HEB, and Toll Brothers, leading on-site product discovery engagements, stakeholder workshops, and design sprints that turned ambiguous business challenges into validated product opportunities.

- Helped design the first product launched by Walmart International's new design studio, StudioX, bringing thoughtful UX craftsmanship to a global market.
- Guided executives, subject matter experts, and end users through customer interviews, persona development, journey mapping, affinity mapping, and MVP definition.
- Designed and developed high-fidelity interactive prototypes that translated workshop outcomes into implementation-ready products stakeholders could evaluate before committing engineering teams.

Senior Product Designer

Jun 2017 – Dec 2018

RichContext · Rogers, Arkansas

Sole product designer, owning UX and platform direction for Lucy, the company's enterprise content management and publishing platform used by Coca-Cola, P&G, Unilever, Hershey's, and General Mills.

- Designed configurable experiences across the platform's administration, brand, and client portals, including dashboards, catalog management, publishing workflows, media management, and analytics.
- Created reusable content architecture and configuration systems that let rich media publish natively across Walmart, Amazon, Kroger, and Meijer, each with different capabilities and content requirements.
- Developed full-stack prototypes that helped enterprise customers validate new products, workflows, and digital experiences before production development.

Founder & Product Director

Nov 2016 – Aug 2017

Made With Craft · Fayetteville, Arkansas

Founded an independent product design and development studio, partnering with founders and startups to lead products from discovery through launch.

- Facilitated discovery workshops with founders and stakeholders, turning ambiguous ideas into MVP definitions, personas, journey maps, user flows, and actionable roadmaps.
- Designed web applications, SaaS products, ecommerce, and mobile experiences, building reusable component libraries and prototypes for RaftUp, Boop, CoNexus, and Realli.

Senior Product Designer

Aug 2015 – Aug 2016

RevUnit · Bentonville, Arkansas

Designed enterprise applications for Walmart associates, turning complex retail store operations into intuitive digital products across inventory management, merchandising, workforce communication, and frontline productivity.

- Conducted field research and usability testing inside active Walmart stores, validating interaction patterns against Zebra MC40 handheld hardware, BYOD constraints, and time-sensitive in-store workflows.
- Built a custom Sketch plugin, before Sketch supported prototyping natively, that exported artboards by naming convention and assembled them into a working Ionic application.
- Used that pipeline to rapidly prototype and iterate on Walmart Notes, an internal project management application launched to Walmart employees.

UX/UI Designer & Developer

Nov 2014 – Jul 2015

BlkBoxLabs · Fayetteville, Arkansas

Established the company's UX/UI practice from scratch, partnering directly with clients on discovery, information architecture, interaction design, and front-end implementation.

- Led the redesign of Acceptance Insurance's digital experience, including quote flows, policy management, customer dashboards, and payments, unified by a scalable design system.
- Designed data visualization and customer insight platforms for CPG brands including Glad, Clorox, Brita, and Burt's Bees.

UX/UI Designer & Front-End Developer

Feb 2011 – Nov 2014

Summit Projects · Hood River, Oregon & Dallas, Texas

- Designed and implemented user experiences for Vega's digital ecosystem, spanning ecommerce, nutrition planning, recipes, athlete content, and integrated marketing experiences.
- Designed and implemented experiences for Nike Vision, Nike Golf, and other Nike sub-brands on Summit's custom publishing platform.