

# Kevin Stachura

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## Sr. Product Designer / UX Designer

Senior Product Designer with 10+ years of experience creating user-centric, data-driven digital products across B2C and B2B SaaS platforms. Proven track record in UX strategy, accessibility compliance (WCAG), and design systems leadership. Experienced in translating complex business needs into simple, intuitive user experiences.

## Work Experience

### Sr. Product Designer

Car and Driver Magazine, Motor Trend (Hearst Autos), Ann Arbor, MI  
09/2023 – 12/2025

- Sole Senior Product Designer for caranddriver.com shopping experience
- Product Design Team for Motortrend.com
- Conducted UX research: stakeholder interviews, user interviews, analytics, usability testing
- Designed UI elements from scratch in Figma, no pre-existing design system
- Created responsive layouts, information architecture, and interaction design
- Integrated SEO and ad monetization strategies into UX flow
- Used coding background to effectively communicate with developers

### Product Designer (Senior Level)

Ford Motor Company, Dearborn, MI  
06/2022 – 06/2023

- Lead designer for developer.ford.com (B2B developer portal)
- Designed engineering dashboard for third-party developers
- UX research: analytics, user interviews, usability testing, stakeholder engagement
- UI/UX design using Ford's design system in Sketch, InVision, and Figma

- Managed responsive design for web app; ensured accessibility compliance
- Collaborated with marketing on UX copywriting and visual branding

### **Sr. UX/UI Designer and Researcher**

GovernmentCIO, Washington, DC

08/2019 – 05/2022

- Designed suite of veteran-focused apps on va.gov
- Emphasized 508 compliance, accessibility, and human-centered design
- Conducted contextual interviews, usability testing, and card sorting
- Leveraged VA design system for UI design and research

### **Sr. UX/UI Designer, Lead Designer**

State of Michigan (Contract), Lansing, MI

11/2017 – 08/2019

- Created UX core for systems impacting 11 million residents
- Built and managed digital design systems
- Delivered high-fidelity mockups, user journeys, personas, and proposals

### **Founder/Owner**

Helium Creative Studio, Howell, MI

10/2010 – 10/2017

- Full-stack web development with focus on UX processes
- Developed discovery docs, user flows, wireframes, and marketing strategies

### **Additional Roles:**

- UI Engineer, Fathead LLC, Detroit, MI – 02/2017 – 05/2017
- Full Stack Developer, Thinkbox Creative, Grand Rapids, MI – 05/2016 – 10/2016
- Web Developer, Fairly Painless Advertising, Holland, MI – 11/2015 – 05/2016
- UX Designer & Front-End Dev, BizStream, Allendale, MI – 08/2014 – 10/2015
- WordPress Designer & Dev, Modiv Creative, Brighton, MI – 09/2013 – 06/2014

### **Education**

**Bachelor's Degree in Marketing / Business**  
Eastern Michigan University, 09/2007 – 12/2012

**Skills**

**UX & Design Skills:**

- UX (User Experience) Design, HCI (Human-Computer Interaction), Interaction Design, Information Architecture, UI (User Interface) Design (8+ years), Design Principles and creating/leveraging Design Systems
- User Research, Usability Testing, User Feedback, Prototyping, Wireframing and creating research artifacts
- Accessibility (508 Compliance, WCAG), Design Thinking
- Responsive Design, B2B & B2C Applications, Visual Design, mockups, creating design artifacts
- AI-assisted UX research, AI prompting

**Technical Skills:**

- HTML/HTML5, CSS/CSS3, LESS/SASS, JavaScript, JQuery, PHP (8–10+ years)
- WordPress, Kentico CMS, Git/GitHub, Vue.js, SEO, Coda, Gulp, Node
- Figma, Sketch, InVision, Adobe Photoshop/Illustrator, Adobe Creative Suite
- AI-Assisted development & UI Design with Gemini/Antigravity, Cursor and Netlify
- Business Analytics and Data Analytics tools such as Amplitude, Google Analytics and Fullstory

**Soft Skills:**

- Collaboration, Presentation skills, Communication, Problem Solving, Customer Service, mentorship
- Partnering closely with Product Management, Engineering and others to identify user problems and planning how they will be researched and solved

**Additional Information**

- Authorized to work in the US for any employer

- Experience with both Mac OS and Windows OS
- Branding, marketing strategy, and client relations background