

Stefan De Las

Senior Product Designer

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Senior Product Designer with five years in enterprise healthcare SaaS — designing across a multi-product portfolio where a single decision must work across multiple systems, user types, and organizational levels. My background in International Relations shaped how I navigate competing stakeholder needs: when everyone speaks a different language, design becomes the common language. I've led end-to-end design for tools used by 200+ health plans and 1,600+ employees monthly, impacting how millions of Americans access healthcare. My work ranges from system-level architecture to interaction patterns that simplify complex product workflows.

EXPERIENCE

Senior Product Designer

Jun 2024 – Present

Quest Analytics · Overland Park, KS (Hybrid) · Healthcare SaaS · Provider Network Management

- Established a cross-product filtering standard — unified the interaction pattern across 4+ products, reducing provider lookup to 2 clicks and replacing fragmented, product-specific approaches with a coherent standard used in most active user workflows.
- Reframed the provider profile experience — used AI-assisted ideation to unify seven upstream sources into a layered view serving analysts and directors across nine domains (network integrity, performance, coverage, activity logging), serving 40+ health plans and up to 1,500 active B2B users. Users reported finding provider information faster and with less effort following rollout.
- Introduced and operationalized product analytics practice using Pendo across product and client teams — established the instrumentation, trained cross-functional teams, and created the feedback loop between usage behavior and design decisions.
- Drove Quest's design system in collaboration with Engineering and Product leadership — built the shared component library spanning Figma and Storybook developer handoff, contributing to a 15–20% increase in development productivity and reducing component changes to under 30 minutes of dev time. Created as infrastructure to support consistent cross-product execution, not as an end in itself.

Product Designer

Mar 2021 – Jan 2024

Quest Analytics · Overland Park, KS (Hybrid) · Internal Operations · Provider Data · Client-Facing Products

- Defined and shipped an automated file ingestion experience — replaced a manual pipeline with automated processing requiring only verification touchpoints, accelerating file processing by 70% and contributing to 200%+ growth in the team's operational capacity.
- Redesigned the provider outreach platform — consolidating list creation, campaign configuration, and attestation monitoring from multiple systems into one, replacing bulk communications with regulated outreach sequencing. Provider attestation response rates increased ~13% in the six months following launch.

Design Consultant

Sep 2019 – Feb 2021

Self-Employed · Remote · E-Commerce · Early-Stage Digital Health

- **Budo Brothers** — full e-commerce redesign including discovery, competitive analysis, and purchase funnel. Delivered a 3x sales increase and sold out custom stock within 10 days of relaunch. Design template still in use today.
- **Ivivy** — a Caribbean digital healthcare platform, UX research and provider directory design for an early-stage platform addressing access gaps in an underserved market.

Co-Founder & Designer

Oct 2018 – Sep 2020

Scalebox · Calgary, AB · Marketing & Design Agency

- Drove \$15,200+ in client launch revenue within two weeks, with average improvements of 23% in customer retention and 13% in conversion across engagements.

EDUCATION

Professional Certification, UX Design

IxDF — Interaction Design Foundation

2020 – 2023

HCI, User Research, Interaction Design, Usability & Service Design

MA, International Relations & Diplomacy

The American Graduate School in Paris

2012 – 2014

BA, International Business & Administration

Graceland University

2008 – 2010

SKILLS

DESIGN Product Design · Interaction Design · Information Architecture · User Research · Usability Testing · Design Systems

TOOLS Figma · Figma Make · Pendo · Storybook · Azure DevOps · AI-assisted design (Figma Make, Claude)

DOMAIN Healthcare SaaS · Big Data · Enterprise UX