

# Stefan *De Las*

Senior Product Designer

[stefandelas.com](http://stefandelas.com) · [linkedin.com/in/stefan-de-las](https://linkedin.com/in/stefan-de-las) · [stefandelas05@gmail.com](mailto:stefandelas05@gmail.com)

I design for complex systems — taking fragmented workflows, multi-product ecosystems, and competing stakeholder needs and turning them into experiences that feel simple to use. Five years designing across a large-scale enterprise SaaS portfolio taught me that the hardest design problems aren't visual — they're structural. A background in International Relations gave me the foundation: when every stakeholder speaks a different language, good design becomes the common language.

## 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 and prototyping to unify data from seven upstream sources into a single view designed for single-provider evaluation and multi-network portfolio analysis, serving 40+ health plans and up to 1,500 active B2B users. Trust indicators surfaced inline became a specifically cited feature in user satisfaction surveys.
- 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. Created as infrastructure to support consistent cross-product execution, not as an end in itself.

### Product Designer

*Mar 2021 – Jun 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.
- Caribbean digital health startup — UX research and provider directory design for an early-stage platform addressing access gaps in an underserved market.

### Co-Founder & Designer

*Oct 2016 – 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

*2006 – 2010*

## SKILLS

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

**TOOLS** · Figma · Figma Make · Pendo · Storybook · Azure DevOps · Claude AI

**DOMAIN** · Healthcare SaaS · Big Data · Enterprise UX