

Stefan De Las

Senior Product Designer

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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

- Redesigned filtering and search across the product suite — established a unified interaction pattern now adopted across 4+ products, reducing provider lookup to 2 clicks and replacing fragmented, product-specific approaches with a coherent cross-product standard used in most active user workflows.
- Designed the provider profile experience — collapsed a 6-step drill-down workflow — repeated across geographic contexts and supplemented by external spreadsheets — into a single unified view of a provider's full footprint. Eliminated redundant manual lookups for 40+ providers.
- Built Quest's product analytics capability with Pendo — created the company's first product usage analytics for product and client teams. Usage patterns surfaced through this work directly prioritized and justified the Provider Hub initiative, establishing a feedback loop between behavior data and design decisions.
- Founded 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

- Designed 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 – Present

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