

EXPERIENCE

STEVE TOTH

PRODUCT DESIGN + STRATEGY

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SUMMARY

Innovative Principal Product Designer with over 15 years of experience launching products and modernizing legacy systems across startups, tech, finance, aerospace, and SaaS. Adept at transforming complex challenges into intuitive, user-centric experiences through strategic design, cross-functional collaboration, and mentorship, driving measurable impact in dynamic, fast-paced environments.

EDUCATION

NORTHEASTERN UNIVERSITY

B.S. GRAPHIC DESIGN

Magna Cum Laude

Bishop Award Recipient for outstanding accomplishments in design

PATENTS

US D1007519 S1

Display screen with graphical user interface

References available upon request

WORKGRID Boston, MA / New York, NY

PRINCIPAL PRODUCT DESIGNER

Oct 2019–present

Product Strategy & Design Leadership: Improved engagement by driving an 81% increase in monthly active users and maintaining a 90% net retention rate (2022–YE 2024) by leading end-to-end design and playing a key role in product strategy for a multi-channel AI Assistant.

Redesigned AI Assistant: Leveraged user insights and business objectives to deliver an intuitive, multi-channel assistant that served as a key differentiator in sales conversations, driving 313% pipeline growth and a 127% revenue increase.

No-Code Builder Launch: Delivered a 0–1 no-code drag-and-drop builder reducing build time from months to hours by enabling users to seamlessly connect data sources and craft custom experiences without Engineering dependencies.

Ecosystem Modernization: Streamlined platform integration and enhanced usability by incorporating user research and new design patterns to help secure full sales inclusion from a key partner and attract a partnership with a top Gartner Magic Quadrant leader.

Intellectual Property & Brand Differentiation: Patent-protected a novel UI design that strengthened brand positioning and set the product apart from competitors.

VIRTUSA Southborough, MA

SR. UX ARCHITECT

Sep 2016–Oct 2019

Collaborative Consultative Approach: Forged strategic partnerships with client leadership and internal teams. Collaborated closely with product managers, tech leads, developers, and corporate stakeholders across aerospace, banking, and insurance sectors to align design and business objectives, solve complex challenges, and deliver impactful solutions within tight timelines and budgets.

User-Centered Discovery: Facilitated user research, design thinking workshops, and discovery sessions to collaboratively define problems, set strategic goals, and establish clear requirements.

Holistic Design Solutions: Delivered comprehensive design solutions – from crafting user flows and wireframes to developing high-fidelity mockups, robust pattern libraries and interactive prototypes – ensuring full stakeholder alignment and seamless implementation based on evolving business and user insights on a wide variety of assignments:

Lead Designer: Omni-channel Fortune 50 insurance Customer Service ecosystem

Lead Designer: Hybrid Mobile Banking App serving over 3 million members

Lead Designer: Payments Authorization Platform for a 'Big Four' financial institution

Principal Designer: Predictive Aircraft Maintenance Native iOS App

Principal Researcher/Designer: Transformational Aircraft Maintenance System

STEVE TOTH DESIGN New York, NY / Dover, NH

PRINCIPAL DESIGNER/DEVELOPER

Apr 2013–Sep 2016

Cross-Sector Design Expertise: Delivered comprehensive design solutions in branding, UI design, and mobile-first responsive development. Created compelling video content and marketing materials to support brand initiatives and marketing launches for a diverse portfolio of startups and established clients, including BetteMidler.com, Condé Nast Digital, New York Restoration Project, The New York Botanical Garden, The Asia Society, and The Paul Newman Foundation. Recognized for applying innovative design approaches that consistently met client needs and enhanced overall brand identity.

TOOLS

Figma, Adobe Creative Suite, Miro, Mural, HTML, CSS, SASS, Tailwind, Jira, Confluence

SKILLS

UX, UI & Interaction Design, Prototyping, User Research, Branding, Sketching & Drawing
0 to 1 Product Development, Product Strategy, Design & Systems Thinking
Native Mobile, Hybrid & Web Apps, Design Systems & Pattern Libraries, Artificial Intelligence
Agile & Lean Methodologies, Cross-functional Collaboration