

Steven J. Vasilakis

PRODUCT DESIGNER VISUAL ARTIST PROBLEM SOLVER

 StevenVasilakis.com

 630-715-1338

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Professional Skills

- UI/UX web and mobile
- Visual design
- Enterprise software
- WCAG/Accessibility
- User research
- Journey maps
- User Flows
- Print and digital
- Advanced prototyping
- Front-end development
- Corporate identity
- Brochures, annual reports
- Motion graphics

Technical Skills

- Figma, Figjam, Figma Make
- Axure RP
- Adobe Creative Cloud (Illustrator, Photoshop)
- InDesign, XD
- Sketch, Invision
- Mobile + Responsive design
- Powerpoint
- Balsamiq
- Multimedia experience
- HTML5, CSS3
- Wordpress
- MS Office

Soft Skills

- Great communicator
- Team player
- Trusted partner

References available upon request

Creative Strategy

I champion client-centric, human-centered design from concept to launch, blending innovative vision with design thinking, user research, and technical expertise. With deep experience across interaction design, visual design, I bring creativity, problem-solving, and clear communication to every stage of the product lifecycle.

Work Experience

Wells Fargo

Lead Product Designer Vice President, Brand Ambassador
Chicago, IL, May 2019-present

- Conversational UI, AI integrated design lead
- Vantage illustration design strategy
- Design lead for Vantage onboarding and self service digital transformation
- Design lead for Payments Command Center from concept to creation
- Discovery workshops and blueprints to inform product strategy
- UX/UI design of enterprise software platforms
- Mobile and desktop design
- User interviews and testing
- Figma, Axure RP, Illustrator, Adobe CC
- Wireframes, interaction documentation, interactive prototypes
- Design system enhancement and component creation
- ADA/WCAG remediation
- Site maps, journey maps, task flows, agile scrum
- Project management tools: Confluence, Jira
- **Awards:** 2026 Digital CX Awards, Vantage 2025 Celent Model Bank Award for Step Change in Corporate Digital Banking

IVY Marketing Group

Digital Art Director, Glen Ellyn, IL, Jan 2016 - May 2019

- Created marketing materials across print and interactive media
- Graphic design: signage, annual reports, corporate identity
- Research and reporting based on analytics and user feedback
- Web and mobile UI/UX, wireframes and prototyping
- Banner ads, motion graphics, Design systems
- Front-end website development,, HTML, CSS, javascript

CLIENTS: Friendship Senior Options, The Merion, Monarch Landing

Telusys Inc.

Interactive Art Director UX/UI, Chicago, IL, Feb 2005-April 2015
Web Designer, Chicago, IL, Feb 2000-January 2005

- UI/UX design for Telusys's enterprise software, SAAS
- SmartSite CMS, Sitemanager hosting admin suite
- Web and mobile UI/UX, banner ads, motion graphics
- Design systems

- Wireframes and interactive prototypes
- Front-end website development, HTML, CSS, javascript
- Management of junior designers/production team

CLIENTS: Hyatt, American College of Surgeons, HIMSS, AHIMA

Freelance/Contract Work

CrossCountry Mortgage

Visual Designer, Chicago, IL, 2019

- Microsite templates for advisors
- Landing pages for several product lines
- Event landing pages

The MX Group

Interactive Designer, Burr Ridge, IL, 2015

- vAuto website
- Banner ads
- Photo retouching
- Powerpoint decks

Chamberlain Group (Liftmaster)

Interactive Designer, Addison, IL, 2015

- Email designs
- Landing pages
- Interactive quiz for tradeshow event

Awards

- 2026 Digital CX Awards
Outstanding Digital CX Strategy
Outstanding Use of Digital Channels for Improved CX
- 2025 Celent Model Bank Award for Step Change in Digital Banking
- 2017 National Mature Media Awards, Silver, Monarch Landing Website
- Classic Residence by Hyatt, Website Excellence Award

Education

- Columbia College, Chicago IL., BA, Interactive Multimedia
- University of Illinois, Chicago IL., Chemical Engineering

Certifications

- UX Certification - Nielsen Norman Group