Syyean (Stacy) Gastelum

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SUMMARY

UX/Product Design Leader specializing in **enterprise SaaS**, **systems thinking**, and emerging **conversational & AI-driven experiences.** Builds scalable, user-centered experiences and aligns global teams to deliver measurable impact **(4× efficiency, +10 NPS, +13% CSAT)**.

EXPERIENCE

HP 2021-Current, San Diego, CA

User Experience Design Strategist (Master)

- **Defined and led the NorthStar vision** for HP Consumer Printer Setup & Onboarding, establishing strategic blueprints that unified hardware, software, and cloud experiences across global teams.
- **Streamlined cross-functional collaboration** across hardware, software, legal, and privacy partners in multiple time zones — achieving **4× design efficiency, +10 NPS, +13% CSAT, and +7% growth in cloud onboarding** across OfficeJet Pro, Envy, DeskJet, Smart Tank, LaserJet lines.
- **Facilitated senior leadership-level UX workshops** to align leadership on vision and priorities, driving early buy-in and translating strategy into scalable design frameworks.
- **Influenced product and technical roadmaps** by balancing user insights, business goals, and platform constraints — ensuring experience consistency across HP's connected ecosystem.

SAMSUNG RESEARCH AMERICA 2012-2021, Mountain View, CA

UX Director - Mobile Platform & Solutions (2018-2021)

- **Managed global UX teams** across Samsung Enterprise, Samsung Pay, and XR (AR/VR) initiatives, elevating UX maturity from ad-hoc to structured, high-impact execution.
- **Launched Samsung Money by SoFi** (U.S.), a mobile-first fintech product integrated within Samsung Pay.

Head of Design - **Global B2B** (2016-2018)

- **Defined and led the vision for the Knox Admin Portal** and launched the **Knox Design System**, delivering **+85% OSAT and +6% sign-up conversion** through a unified UX and streamlined workflows across Knox products.
- **Applied Design Thinking** to optimize agile release planning, strengthening **cross-functional collaboration** with global product and engineering teams and **boosting development efficiency by 30%, accelerating releases for Knox Guard, E-FOTA, and the Knox Reseller Portal.**
- **Led a hybrid team of 10+ designers across 3 global locations**, advancing **UX governance, scalability, and consistency**; recognized in the **Top 10% performer category** for design leadership and cross-regional execution excellence.

Senior Design Lead, Sr. Staff 2 (2012-2016)

- Led UX design for next-generation **Samsung mobile services**, including **Milk Music**, **Bixby (AI Voice Assistant)**, **Samsung Health Insights**, and **Smart Office**— creating **AI-driven, context-aware experiences** that integrated **data visualization and adaptive interfaces** to enhance everyday user engagement.

DELL 2007-2012, San Jose, CA

UX Interaction Designer, Android Products: Launched Dell Streaks mobile core apps.

ZING 2005 – 2007, San Jose, CA (Start-up, acquired by Dell 2007)

UX Visual Designer: Launched award-winning "Sansa Connect", a Wi-Fi media player.

TOP SKILLS

Leadership & Strategy

- UX/Product Design Leadership
- Cross-Functional Alignment & Facilitation
- Executive Stakeholder Communication
- Design Vision, Strategy & Roadmapping
- Global Team Management & Mentorship

Design & Systems Thinking

- Systems Thinking & Service Design
- Information Architecture & Usability
- Interaction Design & User Research Synthesis
- Design Thinking & Experience Frameworks
- Scalable Platform & Ecosystem Design

Technology & Innovation

- AI-Driven Experience Design
- Responsible AI & Ethical Design Practices
- Agentic Systems & No/Low-Code Prototyping
- Data Visualization & Insight-Driven Design
- Enterprise SaaS & Cloud Platform UX

Impact & Metrics

- Measurable UX Impact (Efficiency, NPS, OSAT, CSAT)
- Agile Collaboration & Iterative Delivery
- Translating Research into Business Outcomes

Tools

- Design and workshop: Figma, Miro, Adobe Photoshop, Illustrator
- AI prototype: Voiceflow, Base44, Lovable
- Others: Jira, Looker, Medallia, Power BI

EDUCATION

- Design Thinking and the Art of Innovation | Course, Stanford University, December 2013
- Master of Science - MS | Computer Science, San Francisco Bay University, December 2003
- Graphic Design | De Anza College, December 2005
- Bachelor of Business Administration - BBA | Aletheia University-Taiwan, December 2000

AWARDS

- Red Dot Winner 2023 - User Interface, UX/UI Design – Samsung Knox Admin Portal
- A'Design Award Platinum, US Mobile & App Design Gold Award, Samsung Gold Award, Communication Arts/ Interactive Annual 21: Mobile - Samsung Milk Music -
- Best of CES 2007 – Sansa Connect