

# Syyean (Stacy) Gastelum

Design Operations Leader | UX Strategy | Lean Process & Systems

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## SUMMARY

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Strategic DesignOps leader with 15+ years scaling design organizations at HP and Samsung. Proven track record championing lean product methodologies, launching design systems, and managing large-scale cross-functional programs that deliver measurable outcomes — 4× design efficiency, +10 NPS, +13% CSAT. Skilled at facilitating alignment workshops, influencing executive stakeholders, and building the processes, culture, and systems that let design teams do their best work.

## EXPERIENCE

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### HP

2021–2025.9

#### *User Experience Design Strategist (Master)*

San Diego, CA

- Led DesignOps strategy for HP's Consumer Printer portfolio for Setup & Onboarding — architecting cross-functional design processes, NorthStar frameworks, and program governance that unified hardware, software, and cloud experiences across global teams.
- Championed lean design workflows across hardware, software, legal, and privacy partners spanning multiple time zones, achieving 4× design efficiency, +10 NPS, +13% CSAT, and +7% cloud onboarding growth across OfficeJet Pro, Envy, DeskJet, Smart Tank, and LaserJet lines.
- Planned and facilitated senior leadership-level UX alignment workshops — translating strategy into scalable design frameworks and driving early executive buy-in across multidisciplinary product teams.
- Influenced product and technical roadmaps in partnership with Product and Engineering by balancing user insights, business goals, and platform constraints to ensure consistency across HP's connected ecosystem.
- Established design requirements and user story templates that standardized how design needs were communicated to Product — creating a direct feedback loop into PM roadmap prioritization based on user value.
- Hosted weekly design reviews with design managers and led sprint planning sessions to bring clarity on requirements — reducing ambiguity, improving team velocity, and embedding lean operational rhythms into the design organization.

### Samsung Research America

2018–2021

#### *UX Director — Mobile Platform & Solutions*

Mountain View, CA

- Managed and scaled global UX teams across Samsung Enterprise, Samsung Pay, and XR (AR/VR), elevating DesignOps maturity from ad-hoc execution to structured, high-impact delivery.
- Drove lean and agile process adoption in partnership with Product and Engineering — embedding design-led thinking into the product development lifecycle and accelerating release velocity.
- Led cross-functional program delivery for Samsung Money by SoFi, a mobile-first fintech product, from concept through launch within Samsung Pay.

### Samsung Research America

2016–2018

#### *Head of Design — Global B2B*

Mountain View, CA

- Founded and led the Knox Design System — a multi-team Design and Engineering initiative — delivering +15% OSAT and +6% sign-up conversion through unified UX and streamlined workflows across Knox products.
- Built, scaled, and mentored a hybrid design team of 10+ designers across 3 global locations, establishing UX governance, design standards, and cross-regional execution practices; recognized in the Top 10% performer category.
- Applied Design Thinking to optimize agile release planning, boosting development efficiency by 30% and accelerating launches for Knox Guard, E-FOTA, and Knox Reseller Portal.

### Samsung Research America

2012–2016

#### *Senior Design Lead (Sr. Staff 2)*

Mountain View, CA

- Led UX design for Milk Music, Bixby (AI Voice Assistant), Samsung Health Insights, and Smart Office — creating AI-driven, context-aware product experiences at scale.

### Dell

2007–2012

#### *UX Interaction Designer — Android Products*

San Jose, CA

- Launched core mobile apps for Dell Streak, contributing to a new mobile product category at the intersection of hardware and software.

## Zing (acquired by Dell 2007)

### UX Visual Designer

2005–2007

San Jose, CA

- Designed award-winning Sansa Connect Wi-Fi media player, recognized as Best of CES 2007.

## CORE COMPETENCIES

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**DesignOps & Process:** Design program management, lean/agile process design & adoption, workflow optimization, design system rollout & evangelism, operational scaling

**Leadership & People:** People management, team mentorship, hybrid/global team leadership, culture building, cross-functional alignment

**Facilitation & Communication:** Executive stakeholder influence, workshop facilitation, cross-org change management, design value communication

**Design & Systems:** Design systems, systems thinking, UX strategy, AI-driven experience design, enterprise SaaS, service design

**Tools:** Figma, Miro, Jira, Adobe CC, Voiceflow, Base44, Lovable, Looker, Medallia, Power BI

## EDUCATION

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- M.S. Computer Science — San Francisco Bay University
- B.B.A. — Aletheia University, Taiwan
- Design Thinking and the Art of Innovation Course — Stanford University
- Graphic Design — De Anza College

## AWARDS

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