Stefan Kovalik

Product Designer · web, mobile, e-commerce

People decide in milliseconds. I design for that.

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Designs web, mobile and e-commerce products end to end, from the information and messaging architecture to checkout, and the brand around them. From 2019 to 2025, most often the only designer at Simply Smart Home, a brand with placements in eighteen retailers including Costco, Walmart, Target and Amazon.

EXPERIENCE

Founder, Aurochs

October 2025 to present

- Defined the information and messaging architecture for Mehrwerk, a multinational B2B platform of 700+ people. Their web vendor is now implementing it.
- Can take a site from brief to full-site Figma comps within two days, and to a finished site in one to four weeks.

Simply Smart Home (Switchmate)

2019 to 2025

Lead Product Designer (2019 to 2022), then Design Director (2022 to 2025)

Led all design at a 12-person company without formal reports, owning every design project from brief to launch.

- As Lead Product Designer, designed and developed the e-commerce website, with a 22% increase in e-commerce sales. The direct-to-consumer channel grew from under 2% to 15% of revenue.
- Designed and built the 2023 Prime Day landing page and email, the Brookstone and Disney co-brand landing pages and the monthly marketing emails. A/B tested checkout and Amazon listing copy.
- Refreshed the PhotoShare and ClicSmart apps with design systems, components and prototypes. Designed the PhotoShare update that unified the product and its app, which shipped after handoff to the development team in India.
- Created the brand's style guides and designed its retail packaging, the vendor displays placed in Walmart, Home Depot and Lowe's, and a Costco pallet that ran in the US, Canada and Japan.
- Replaced two agencies, creative and marketing, so design turnaround went from a week with outside vendors to two days.

Founder, Kovalik Design

January 2019 to June 2021

- Rebranded and redesigned VacuumSealersUnlimited.com and migrated its 2,000+ products to WooCommerce, quadrupling revenue to $5M+ annually.

The iO Theater

March 2016 to January 2020

Website Designer, Developer, and Administrator

- Led iO's side of the Ticketfly program with a team of four. The online share of ticket sales grew from 50% to 75%.
- Returned in 2024 to rebuild the site for new ownership, with a 40% organic-traffic lift after the relaunch.

Tantum Technologies

June 2010 to 2016

Co-Founder / Website Designer

- Built and launched websites for 15+ startup ventures, most of them Shark Tank companies backed on the show by Barbara Corcoran. One launch drew 160,000 unique visitors within 10 minutes.

VOLUNTEER

QTBIPOC Design

August 2020 to present

Technology Director / Brand Strategist, volunteer

- Led a volunteer team of five designers, three through launch, for six months through the organization's first brand system.

SKILLS

Design: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), wireframing and prototyping, design systems and components, brand identity, packaging and logo design, motion design.
Web: HTML, CSS and JavaScript, PHP, WordPress and WooCommerce, SEO and SEM, managed hosting and Cloudflare, Git and GitHub.
Research and growth: UX research, information architecture, A/B testing, Google Analytics, Klaviyo, Meta Ads Manager, Amazon Seller Central.

EDUCATION

University of California, Santa Barbara

2011

B.A. in Psychology (focus: cognitive psychology)