# STEFAN TILKE

## Designer & AI Creative Technologist

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Award-winning designer with 10+ years across brand, marketing, web, UX/UI, visual design, motion, and product. I lead work from strategy and art direction to launch, and build creative tools with AI, from 3D to brand automation.

## EXPERIENCE

**Senior UI/UX Designer** · Salesloft

DEC 2025 – PRESENT · Remote

- Leading AI on our design team, identifying where it can help creative, marketing, and sales teams, then designing and building the tools
- Designed and built SL Slide Creator, an app that turns any outline into a polished, on-brand deck with responsive layouts, data-driven charts, and built-in brand guardrails, for stakeholders and designers alike
- Designed and built SLD Construct, a creative tool the design team uses to make on-brand motion graphics, real 3D, and animated data visualizations for slides, social, and the web
- Built Claude skills that automate brand updates, like swapping every retired logo across the screenshots and GIFs of entire sales decks in one run
- Partnered with agency ANML on art direction and UX strategy for the post-merger rebrand and salesloft.com redesign, from concept to launch
- Led the rebrand across our marketing web platforms, including Marketo and Highspot, through art direction and hands-on code updates

**UI/UX Designer** · Simpleview (acquired by Granicus)

OCT 2022 – APR 2025 · Remote

- Led end-to-end UX/UI for 24+ responsive travel websites used by millions, from research, wireframes, and prototypes to developer handoff
- Partnered with PMs and engineers on IA and user flows; won a Gold dotCOMM award, with +28% engagement and +32% conversion referrals
- Built and scaled accessible design systems for a modular CMS: component libraries, reusable styles, and content-driven patterns (WCAG)
- Rebuilt the master Figma design system with Confluence documentation and developer-ready specs, folding in usability testing insights

## SKILLS

### CREATIVE

Art Direction
Creative Strategy
Brand & Visual Identity
Project Leadership
Motion Design

### DESIGN

Web Design
UX/UI Design
Product Design
Design Systems
Prototyping

### MARKETING

Campaign Design
Email Design
Landing Pages, CRO
Sales Enablement
Presentation Design

### AI & BUILD

Vibe Coding
Agent Orchestration
AI-Assisted Development
AI Prototyping
Generative AI
Workflow Automation
Creative Coding
Front-End Development

### RESEARCH

User Research & Testing
Information Architecture
Accessibility, WCAG, 508

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**Designer & Creative Strategist** · Freelance

APR 2016 – JAN 2026 · Remote

- Set brand, web, and creative strategy for clients in tech, AI, tourism, nonprofit, venture capital, and consumer brands, then designed the work
- Brandlight.ai (2025): full website design for an early-stage AI startup, where 9% of homepage visitors became qualified leads after launch
- J2 Ventures (2025): website redesign and Webflow build for a venture firm that lifted clicks to portfolio companies 22%, after I designed their brand identity and first site in 2021

**Product Designer** · Blacksmith Branding

JAN 2019 – SEP 2022 · Remote and On Site

- Designed web and mobile UX/UI for B2B and B2C SaaS clients in fintech, medtech, edtech, cybersecurity, entertainment, and lifestyle
- Mentored a junior designer, managed contractors, and presented to clients, on work from focused product features to large web projects

**Designer** · Edge Marketing

JAN 2017 – DEC 2018 · On Site

- Designed responsive websites, marketing materials, and brand assets that improved client visibility and engagement

## SELECTED PROJECTS

**Phosphor FX Lab** · Personal project

2026 · stefantilke.com/lab/phosphor

- A real-time visual effects studio for the web, designed and built with AI: 78 stackable WebGL effects, 31 generators, and cursor-reactive live embeds

## TOOLS

AI

Claude Code
Cursor
Figma Make

AI MEDIA

Figma Weave
Midjourney, Krea
Runway, Kling, Veo
ElevenLabs, Suno
Descript, Firefly

DESIGN

Figma
Adobe Creative Cloud
Photoshop, Illustrator
After Effects, Lottie

WEB

HTML, CSS, WebGL
Astro, GitHub
Webflow, Framer

MARKETING

Marketo, Highspot
Google Slides
PowerPoint

## EDUCATION

CareerFoundry
UX Design Immersion
Certificate – 2020

Queen's University
Psychology
2007 – 2010