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 first screen to checkout, for how people decide. At Simply Smart Home, designed a PhotoShare app update that shipped after handoff to the development team in India.

EXPERIENCE

Founder, Aurochs

October 2025 to present

- 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 for a five-person cross-functional team without formal reports, owning every design project from brief to launch.

- Refreshed the PhotoShare and ClicSmart apps, reskins of Tuya-based apps, with design systems, components and prototypes in Adobe XD and Figma.
- As Lead Product Designer, designed and developed the e-commerce website, with a 22% increase in e-commerce sales. A/B tested checkout and Amazon listing copy.
- Designed the next PhotoShare update, approved but not built, aimed at raising the average of 4.5 photos sent per user a week.
- 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%.

Tantum Technologies

June 2010 to 2016

Co-Founder / Website Designer

- Built and launched websites for 15+ startup ventures, most of them backed by Shark Tank's Barbara Corcoran.

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.

PORTFOLIO

Simply Smart Home cases at stefankovalik.com: product and app design; brand, packaging and retail; web and campaigns.

SKILLS

Figma, Adobe XD, HTML, CSS and JavaScript, WordPress and WooCommerce.
UX research, wireframing, prototyping and information architecture, design systems and components, A/B testing.

EDUCATION

University of California, Santa Barbara

2011

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