



# Stephen Fitzgerald

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Multidisciplinary UX/UI and product designer with 20+ years of experience across branding, digital products, and web platforms. Proven track record of leading end-to-end design initiatives, building scalable UX systems, and collaborating cross-functionally to deliver high-impact, user-centered solutions. Combines deep design craft with front-end development and emerging AI workflows to translate business goals into intuitive, measurable digital experiences.

## DESIGN + STRATEGY

// UX/UI Design // Product Design // Visual Design // Design Systems // Branding // Web & App Design // Packaging & Print Production  
// User Research // Wireframing // Prototyping // Accessibility(WCAG) // Information Architecture // User Flows // Workflow Optimization

## TOOLS, PLATFORMS & LANGUAGES

// Figma // Framer // Adobe CC // Blender // VS Code // Cursor // WordPress // Firebase // SQL // HTML/CSS // Tailwind  
// Javascript // Typescript // React // Node // Bun // MacOS // Windows

## WEB & BROWSER WORKFLOWS

// Keyboard Shortcut Systems // Browser Navigation Optimization // Tab & Window Management // Web Application Testing  
// Productivity Workflows // SaaS Platform Evaluation

## EMERGING TECH

// AI-Assisted Design Workflows // Prompt Engineering // Automation // ML Concepts // Human-AI Interaction

## EDUCATION

Master of Business Administration (MBA) – Management Information Technology // *Completed January 2026*  
**Western Governors University - WGU**

Bachelor of Science – User Experience Design (UX) // *Completed January 2026*  
**Western Governors University - WGU**

Professional Certificate - User Experience Design (UX) // *Completed April 2025*  
**Coursera - Google**

Certificate – A.I. Essentials // *Completed August 2024*  
**Coursera - Google**

## AWARDS

Micro-Credential – Strategic Thinking/Innovation - **WGU** // *June 2025*

Micro-Credential – Business Power Skills - **WGU** // *July 2025*

Micro-Credential – Design Foundations - **WGU** // *July 2025*

Excellence Award – Data-Driven Decision Making - **WGU** // *February 2026*

Excellence Award – Marketing - **WGU** // *January 2026*

Excellence Award – Composition: Writing with a Strategy - **WGU** // *July 2025*

Excellence Award – Business Environment Applications - **WGU** // *July 2025*



**Specialties:** Product UX • Design Systems • UX Leadership • AI-assisted workflows • Browser Workflow Optimization • Keyboard-First UX • Front-end design • Brand-to-product transformation

## EXPERIENCE

### **Founder & Creative Director** – Surefire Studios

// April 2020 – Present

- Lead end-to-end product UX, design systems, and digital brand initiatives across web platforms, SaaS tools, and emerging AI-driven products.
- Design and ship scalable websites, product interfaces, and UX frameworks supporting startups, creators, and small businesses.
- Architect complete UX workflows including research, wireframing, prototyping, UI systems, and front-end implementation.
- Integrate AI-assisted design and automation workflows to accelerate production, ideation, and design consistency across projects.
- Direct cross-functional product initiatives, collaborating with developers, marketers, and stakeholders to translate business goals into measurable digital outcomes.
- Develop reusable UI components, design standards, and workflow systems that improve long-term scalability and product maintainability.

### **Keyboard Shortcut Specialist (Contract)** – MicroAI (OpenAI Project)

// December 2025 – April 2026

- Evaluate browser-based workflows across macOS and Windows environments, analyzing keyboard navigation efficiency and shortcut-driven productivity across complex web applications.
- Conduct structured testing of keyboard-first interaction models across major platforms including Google Docs, Google Sheets, eBay, Etsy, Upwork, and other SaaS environments.
- Identify, catalog, and validate keyboard shortcuts while analyzing tab management, window switching, and multi-page navigation workflows.
- Contribute to AI training and evaluation workflows by documenting real-world browsing behaviors used to improve large language model navigation capabilities.
- Develop structured shortcut documentation, task sequences, and usability frameworks supporting QA validation and browser interaction testing.
- Test shortcut reliability across multiple browsers, operating systems, and dynamic web interfaces, identifying inconsistencies and workflow inefficiencies.
- Provide detailed documentation and feedback to improve automation readiness, usability, and keyboard-driven workflow performance.
- Analyze edge cases in navigation flows and propose improvements to enhance browser usability, accessibility, and interaction efficiency.

### **Director of Marketing and Promotions** – Sterling P.M. (Inc 500)

// December 2019 – March 2020

(COMPANY CLOSED DUE TO THE COVID-19 PANDEMIC.)

- Owned digital marketing and design strategy across web, print, and social platforms.
- Led campaign design, UX improvements, and SEO optimization initiatives.
- Produced high-volume marketing assets while managing vendors and cross-functional teams.
- Supported brand visibility, engagement growth, and lead-generation efforts through integrated design campaigns.

### **Creative Director & Board Member** – DBE, Inc.

// August 2006 – January 2019

- Led creative direction for high-volume print, packaging, advertising, and digital projects.
- Built and maintained brand systems used across multiple product lines and marketing channels.
- Oversaw UX and visual design for websites, campaigns, and packaging initiatives.
- Mentored designers, guided long-term creative strategy, and ensured consistency across large-scale production.
- Influenced brand positioning and product direction as a board member.