
Stephen M. Walker II

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A digital leader with a passion for data, impact, and exceptional details.

Stephen is an entrepreneur and digital product leader, currently building fitness and nutrition mobile apps at Freeletics. His team of product managers, product designers, content strategists, and researchers are tackling healthy behaviour change, gamification, and scaling experiences globally.

Head of Product & Design, Freeletics

DECEMBER 2017 – PRESENT

Leading Product Department working at the intersection of community, behavioral psychology, and training/nutritional science. Developed and leading 3YR vision/roadmap. Responsible for 2M budget.

Managed download activation for product/market fit (from 15% to 30% retained), subscription growth (90% YoY), and product retention (30% QoQ). Crafted new metrics to separate product impact vs. marketing impact.

Scaled org 2x, increasing product capacity and business impact. No department churn. Developed and promoted top 20% of department. Standardized processes, roles, and career paths (IC+MGMT).

Member of the executive team shaping operating processes, rebooting company culture (mission, vision, leadership principles), delivering quarterly product roadmap and results to board, and supporting a successful Series A investment of 45M in 2018 Q4.

Global Product Design Manager, Amazon

SEPTEMBER 2016 – NOVEMBER 2017

Founded and grew the GXD group focused on international retail expansion. Directed human-centered design and research, while crafting a 3YR mobile vision for Amazon global retail. Department supported three business units: US/EU/JP Exports, Global Stores, and new country launches.

Pitched and executed strategy for mobile app expansion into 42 new countries with an annual sales growth rate of 31% on track for 5B in cross-border sales by 2020. Three-pillar strategy focused on ML localization, payment support, and country-specific CX.

Directed user experience for web and app launches in Australia (Retail), Germany (Global Store), Japan (Global Store), Middle East / North Africa (Retail + Souq.com Integration), USA (Global Store), China (Global Store) and Singapore (Prime Now).

Interim product leadership until org fully staffed. Owned product strategy, engineering deep dive, stakeholder management, and SVP reviews.

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Product Design Manager, Capital One

APRIL 2014 – AUGUST 2016

Design director for Investing line of business reporting to local GM. Collaborated with GM and peers to pivot business model from self-directed investing to robo-advice platform. Co-created pitch to sell legacy assets.

Successfully piloted Spotify Squad inspired framework, leading to complete cross-department restructuring. All team/project disciplines sit locally: legal, finance, engineering, design, research, brand strategy, and others.

Instructed Design Thinking for customer-centric innovation. Facilitated innovation sessions across lines of business including Bank, Card, and Investing. Investing and savings features impact 50M active customers.

Created a vision and prototype for an AI-based personal financial advisor.

Senior Interaction Design Lead, AT&T

DECEMBER 2008 – APRIL 2014

Interaction design lead on B2B special projects, traveling between Seattle and Dallas to design site architecture, develop UX guidelines, mentor new hires, and review team work. Created mobile responsive strategy in 2009 for small business eCommerce sites, redesigned search, and implemented end-to-end analytics to understand customer behavior.

Dallas office functioned as incubator for new culture, workplace layout, and engineering efforts. Projects focused on complex order automation and user experience, reducing processing time 30x from 60-day average to 2-day average.

Founder & Director of UX, Smoov

DECEMBER 2008 – APRIL 2014

Scaled freelance business into small boutique comprised of four core employees and freelance network.

Provided user experience design and research for 2Advanced, Disney, Namco/Bandai Games, Microsoft, Symantec, and small business clients.

Product Designer

ONEHUB

APRIL 2008 – OCTOBER 2008

Mobile Product Designer

MICROSOFT

JULY 2006 – DECEMBER 2006

Web Product Manager

EVT

JANUARY 2006 – JULY 2006

Founder

SECURITYSTORM.NET

1999-2003

EDUCATION

General Assembly

PRODUCT MANAGEMENT BOOTCAMP
2013

Stanford

CS193P IOS DEVELOPMENT
2011

Portland State University

COMPUTER SCIENCE
2003
