GENEVA STIMAC

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Senior UX and Digital Experience Lead experienced in enterprise platforms, workflow-heavy systems, and high-traffic digital products. Brings a systems mindset to complex digital ecosystems where clarity, accuracy, trust, and governance matter most. Known for translating ambiguity and technical constraints into scalable, accessible experiences while partnering closely with product, engineering, and business teams to deliver impact.

EXPERIENCE

Senior UX Designer II • Pizza Hut • Plano, TX, 2018 – 2025

Hired as UX Designer I, left as Senior UX Designer II.

Led product design across complex, large-scale digital products — spanning high-traffic consumer experiences and workflow-heavy operational systems where clarity, accuracy, and trust were critical.

Redesigned key customer-facing e-commerce flows, including the pizza builder and localization, improving usability, accessibility, and conversion across channels.

Led design strategy and interaction design for a unified call-center POS, translating complex roles, permissions, system logic, and task flows into clear interaction models that replaced two legacy systems with a scalable web-based platform.

Designed internal and employee-facing tools, including franchisee self-service and menu management, improving adoption, reducing errors, and supporting consistent experiences across diverse user groups.

Partnered closely with product management and engineering to frame problems, prioritize initiatives, evaluate feasibility, and ensure accessible, high-integrity execution from concept through delivery.

Leveraged qualitative and quantitative research — including user testing, usability testing, and heuristic evaluations — alongside rapid prototyping to validate direction, expose edge cases, and align stakeholders on testable solutions.

Developed scalable design-system components and interaction patterns to promote consistency, accessibility, and long-term product cohesion across teams.

Mentored junior designers to advocate for users, strengthen systems thinking, and pursue continuous improvement.

Jr Art Director • WorldVentures Holdings • Plano, TX, 2014 – 2018

Hired as Senior Designer, promoted to Jr Art Director in 2016.

Contributed to a company-wide rebrand, developing brand guidelines and visual systems used across marketing, web, and event experiences.

Led creative design for marketing and foundation websites, spanning content strategy, IA, wireframes, visual design, and implementation QA with development.

Fostered alignment between Creative and Digital teams, improving cross-functional workflows, consistency across channels, and speed to execution.

Art Director and Co-Founder • Meva Inc • Carrollton, TX, 2007 – 2014

Co-founded and operated a creative studio delivering websites and brand systems for multiple business clients; led design execution, client communication, and project operations while balancing hands-on work with strategic oversight.

SKILLS

UX & product design

Information architecture & complex workflow design

User journeys, task flows & interaction models

Prototyping, validation & iteration

Visual / UI design & interaction design

User research (qual / quant)

Usability testing & heuristic evaluation

Accessibility & inclusive design

Design systems & component libraries

Systems & platform thinking

Platform and system-level UX

Cross-channel alignment

Digital experience strategy fundamentals

Collaboration & leadership

Cross-functional partnership

Stakeholder facilitation & decision-making

Mentorship and design guidance

Agile & iterative delivery

Tools

Figma, FigJam, Adobe CC

Jira, Confluence, Miro

HTML/CSS (working knowledge)

EDUCATION

Art Institute of Dallas
Dallas, Texas
AAS Web and Multimedia, 2003