

DIRK STOCKTON

UX Engineering + AI/ML Integration

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Profile

Human-centered Product Designer and Technical Architect with 10+ years of experience delivering enterprise and consumer applications. Expert in design systems, accessibility, and research, with a proven record of translating complex requirements into scalable, impactful digital products. Skilled at leveraging AI and automation to accelerate design and development.

Experience

July 2025– Present

Freelance - Design/Engineering/Leadership

- Designed and deployed modern websites for local businesses—including Roseville Registration Services and Donate Local—emphasizing accessibility, SEO, and responsive performance.
- Built and operated Darwin, a SaaS web-automation platform integrating AI-driven design and real-time content generation.
- Continue to teach private drum students with a focus on neurodivergent learning strategies and creative skill development.

Sep 2024– June 2025 (contract)

Informed Resilience - Chief Technical Architect

- Led technical architecture and end-to-end product development for a health-tech startup, delivering a validated SaaS prototype from concept to investor-ready presentation.
- Partnered directly with the founder to translate business strategy into scalable technical solutions and a compelling investor narrative.
- Assisted in recruiting and onboarding the incoming engineering team, implementing AI-enhanced development workflows and establishing best practices for long-term maintainability.
- Consulted on cloud infrastructure, product positioning, and investor preparation, contributing to a successful early-stage funding campaign.

Oct 2016– Sep 2018

CCM - Lead Product Designer

- Designed and deployed **30+ enterprise client apps**, increasing customer engagement by 25% and reducing delivery cycles by 20% through reusable design systems.
- Translated complex business requirements into accessible digital and physical products.
- Managed packaging design, compliance, and fabrication, ensuring brand consistency across mediums.
- Mentored junior designers and collaborated with cross-functional teams to drive consensus across stakeholders

Oct 2018 – Apr 2019 (contract)

Morgan Stanley - Brand Design

- Conducted customer research and designed lifestyle branding for the **Altera product launch**, aligning design strategy with business objectives.
- Produced multimedia branding assets used across digital and physical channels.

Aug 2015 – Jan 2016 (contract)

Deloitte - UX Designer/Engineering

- Led UX/UI design for Deloitte's **internal Wexa platform**, introducing scalable design components and ensuring accessibility compliance.
- Collaborated with product and engineering teams to deliver enterprise-ready interfaces.
- Directed visual identity and style guides, ensuring alignment across multiple initiatives.

Education

2008 - 2013

Sierra College, Rocklin Ca — Coursework in Art, Physics, and Computer Science

Completed coursework in Computer Science, Art, and Physics at Sierra College, UCSC, and CalArts. Transitioned early to professional UX/engineering roles.

Tools

- **UX & Design:** User-centered design, design systems, accessibility (WCAG 2.1), usability testing, wireframing, prototyping, storytelling
- **Collaboration:** Cross-functional leadership, consensus building, stakeholder alignment, mentoring
- **Engineering Support:** React, Vue, Vite.js, WebGPU (WGSL), TensorFlow, PyTorch, Wasm