

# Steve Boldt

EXPERIENCE DESIGN LEADER

732.513.9249 | [steve@steveboldtdesign.com](mailto:steve@steveboldtdesign.com) | [Portfolio](#)

New York based experience design leader with 11 years of UX expertise and a foundation in visual and digital design. Specializes in leading end-to-end UX strategy and design from early research and framing through concept design, prototyping, and testing within complex, fast-moving product environments. Known for transparent, team-first leadership and an unwavering focus on doing right by the user. Currently embedded within Mastercard Foundry's Core Payments portfolio, helping de-risk innovative product ideas and validate solutions worth bringing to market.

## EXPERIENCE

### *Director, Product Experience Design*

Core Payments Portfolio, Mastercard Foundry

MASTERCARD | 2022 - Present

- Leads UX strategy and design for the Core Payments portfolio within Mastercard Foundry, a dedicated innovation arm focused on de-risking new product development by validating ideas early and fast across diverse markets worldwide
- Drives the Frame, Concept, and Prototype phases of Mastercard's Studio Process, a structured innovation framework, ensuring products are built for the right audiences before advancing to Market Test and beyond
- Leads discovery and validation efforts across multiple concurrent product initiatives, including a blockchain-enabled re-commerce concept tested for consumer desirability and a portfolio intelligence platform designed to replace the traditional dashboard approach with a seamless, recommendation-driven journey tied to measurable ROI. Early projections for the priority go-to-market KPI within the platform *estimate \$122M in revenue by year three* and *\$624M in cumulative global revenue within five years*.
- Oversees end-to-end research processes including landscape analysis, technical feasibility studies, customer interviews, service design blueprints, and north star visioning workshops
- Manages design teams and collaborates with research and content design specialists across the organization
- Owns cross-functional stakeholder relationships, facilitating alignment on design strategy and decisions to keep product teams and design execution moving in parallel
- *Oversaw a \$120K testing budget* spanning concept desirability studies, quantitative surveys, and two rounds of usability testing
- Actively integrates AI tools including Microsoft Copilot and Figma Make into the design process for research synthesis, document summarization, design roadmap planning, and rapid prototyping. Has experimented with building custom AI agents to support project-specific collaboration and design decision-making.

**Highlighted Achievement:** Tap to More is a contactless P2P payments platform built to solve a real trust and reach problem. By making the experience inter-operable across existing platforms, users no longer need to be on the same app to send and receive money instantly. The project *went from concept to production*, with *forecasted revenue of \$42M by year three and \$254M cumulative global revenue within five years*.

### *UX & Design Manager*

MASTERCARD | 2016 - 2022

- Conceptualized and designed a neo-bank inspired sales demo app embedded with Mastercard products, giving potential customers a first-hand look at how Mastercard solutions could be implemented within a modern banking ecosystem. *71% of sales staff surveyed reported the app was extremely helpful in advancing product discussions* during customer meetings

- Collaborated with internal sales teams to develop an RFP pitch for Apple, designing personas and a product demo showcasing new payment solutions within the Apple ecosystem. The *proposal was well-received by Apple's head of payments* and surfaced an untapped opportunity to extend the offering to small business owners
- Produced recurring design and UX work for Mastercard's presence at Mobile World Congress, *earning repeat engagement from senior executives who valued the team's output*

**Highlighted Achievement:** Co-founded Mastercard's "Winning with Experience" initiative, a program of focused UX accelerators designed to equip sales teams with user-targeted design solutions to win new business and strengthen existing customer relationships. Enterprise clients included Apple, Google, Amazon, McDonald's, Starbucks, BNP Paribas, and more, *collectively representing over \$1.8 trillion in Gross Dollar Volume* for Mastercard.

## Senior Visual & UX Designer

ETRADE FINANCIAL | 2015 - 2016

- Led visual design and UX for major product initiatives including the E\*TRADE Pro Dashboard, Employee Stock Plan website, and E\*TRADE Pro desktop application re-design
- Collaborated with UX and prototype teams to ensure a smooth transition from user journey and personas through to visual design and development
- Maintained brand consistency across internal teams and outside vendors for web and print
- Conceptualized UX and visual design solutions for Apple and Moto 360 smartwatch integrations

## Marketing Manager / Sr. Designer / Jr. Designer

ASTOR CHOCOLATE | 2007 - 2015

Progressed through design and marketing roles, beginning with brand and packaging design for hospitality clients including Marriott Vacation Club and Starwood, expanding into digital marketing strategy and email campaign development including A/B testing, and ultimately securing approval to oversee the development of a new company website managing five off-site resources.

## Freelance Design Experience

VARIOUS AGENCIES | 2007 - 2016

Early career freelance work spanning print, web, and interactive design across agencies including Novo Design Corp (Red Bank, NJ) and Kiernan Thompson (Moorestown, NJ), serving clients in healthcare, assisted living, and marketing.

## EDUCATION

### Bachelor of Fine Arts

MONMOUTH UNIVERSITY

## SKILLS

- Leadership
- Experience strategy
- Design thinking
- User research
- Usability testing
- Desirability assessment
- Service design
- Concept design
- Wireframing
- Prototyping
- Figma and FigJam
- Project management
- AI-assisted prototyping
- HTML and CSS
- Illustration and Photoshop
- Vision alignment
- Askable insights