

Robert Ostoff

Senior Product Designer

Automotive • Medical Device • AI Applications • Enterprise Digital Products

 [Portfolio](#)  [Email](#)  [LinkedIn](#)

Summary

Senior Product Designer with 15+ years across automotive, medical device, and AI product domains. Led UX for 100+ screen vehicle platforms, surgical console interfaces, and enterprise design systems. Available for senior IC or design lead roles.

Experience

Principal Product Designer & Founder

Ostovo Labs • Remote • 2025 – Present

Independent design practice serving startup and small business clients.

- Led UX/UI and product design engagements from discovery through launch
- Designed conversion-focused web experiences and brand systems for clients
- Built scalable Figma component systems enabling consistent UI across multiple client projects
- Managed client relationships, project scoping, and design delivery end-to-end

Senior Product Designer — Automotive Digital Platforms

Onward Search • Fortune 500 Automotive OEM • Contract • Remote
• Sep 2023–Present

Lead product designer for enterprise automotive UX — vehicle guide platforms, responsive web applications, and scalable design systems for a major global OEM.

- Led UX/UI design for a vehicle guide platform spanning 100+ screens and multiple model lines, deployed across desktop and mobile for consumer and dealer audiences
- Architected and maintained a scalable Figma design system with Auto Layout, reusable components, and shared variables — enabling consistent UI delivery across engineering and brand teams
- Built and maintained a TinaCMS-driven content platform transforming static vehicle documentation into a structured, interactive digital experience — scaling to new model releases without design rework
- Designed for WCAG 2.1 accessibility compliance across all digital touchpoints, ensuring usability parity across user types and device classes
- Delivered cross-platform UI aligned with automotive brand standards while navigating engineering constraints and multi-stakeholder review processes

Experience (continued)

Senior UX Designer — Medical Device & Surgical Systems

L&T Technology Services • Lake Forest, CA • Jun–Dec 2019

Designed user interfaces and workflow systems for ophthalmic surgical vision consoles — high-stakes, regulated UX with zero margin for error.

- Designed surgical console UI and procedural workflow systems for ophthalmic medical devices, collaborating with engineering and clinical stakeholders to translate complex surgical processes into clear, error-resistant interfaces
- Developed icon systems and step-by-step surgical procedure UI for active operating environments — where interface clarity is a patient-safety requirement
- Delivered complete UX from concept through production in a regulated medical device environment, managing detailed engineering handoff and specifications

Art Director & Design Lead

Spectrum Brands — Baldwin Hardware / Pfister Faucets
Lake Forest, CA • Dec 2007–Jun 2019

Led creative direction and design for two major consumer hardware brands within a Fortune 500 portfolio — across digital, print, retail, and trade marketing at national scale.

- Directed brand identity system and product launch design for Baldwin's premium hardware line spanning print advertising, digital campaigns, retail packaging, showroom displays, and trade show environments
- Led creative direction and photography art direction for national brand campaigns, managing external agency and production relationships
- Designed and produced responsive web and email marketing assets, applying emerging digital standards to an established brand system
- Built and maintained brand design systems across multiple product lines, managing visual consistency across packaging, advertising, web, and trade marketing at national scale
- Art directed video content and trade show materials for major industry events including Luxe Interiors + Design

Skills

Design

- Product Design • UX Design • Design Systems • Information Architecture • Interaction Design • Responsive Web Design
- Mobile Design • Visual Design • Brand Identity • Art Direction
- Component Architecture

Tools

- Figma (Advanced) • Adobe Creative Suite • TinaCMS • Framer
- Git & GitHub • VS Code • Claude • ChatGPT • Cursor • Jira • Notion
- Prototyping & Handoff

Methods

- User Research • Usability Testing • Wireframing • Journey Mapping
- WCAG Accessibility • Cross-functional Enterprise Delivery

Domains

- Automotive Digital Platforms • Medical Device UX • AI Web Applications
- Enterprise Software • Consumer Brand • E-commerce

Education

Cal State University Fullerton • 2015

UX & Customer-Centered Design

Orange Coast College • 2002

Digital Media Arts & Design

Google UX Design Certificate • 2022–2023

Continuing Education