

Steven Vanden Heuvel

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SUMMARY

Principal Designer at PayPal (contract via MagnitGlobal) since Dec 2025, designing checkout and payment experiences for the top 100 global merchants. Spent 18 years at MTG Media Group, growing from Senior Art Director to VP and Creative Director, leading a 6 person team and building responsive web products and design systems for 7 publication brands serving 128,000+ B2B professionals. Four-time Jesse H. Neal Award winner including Best Website in 2017.

SKILLS

Design Systems, Service Blueprints, UX Design, UI Design, Prototyping, Wireframing, Accessibility, AI Assisted Workflows (Claude Code, Cursor), Figma

EXPERIENCE

Principal Designer, PayPal (via MagnitGlobal)

Dec 2025 to Present | Remote, IL | Merchant Enablement Checkout

- Shipped 20+ merchant proposal packages over six months on weekly sprint cycles for top 100 global brands including Home Depot, Nintendo, Target, Best Buy, TikTok Shop, Chewy, and Microsoft. Each package contains a screen audit, end-to-end checkout flows, working prototype, prototype video, Figma Slides deck, and PowerPoint deck.
- Proposals are the primary artifact PMs use to win merchant commitments to make PayPal more prominent at checkout, the lever for growing TPV.
- Designed a modular checkout flow library for PMs to use with merchants outside the top 100, covering grocery, retail, subscriptions, and restaurant verticals. Each flow models a representative merchant and builds the full pattern that scales to thousands of small and medium businesses.

VP / Creative Director, MTG Media Group (Web, Editorial, Brand)

2007 to 2025 | Northbrook, IL and remote | Promoted from Senior Art Director to VP / Creative Director over 18 years

Led a 6 person creative team producing 7 publication brands and 6 responsive web products serving 128,000+ B2B professionals.

- **Plate (plateonline.com):** Won 2017 Jesse H. Neal Award for Best Website. Rebuilt as a responsive, mobile first product serving 42,000+ readers with 56,000+ monthly pageviews. 90% of subscribers reported the content shaped their purchasing decisions.
- **Project Blackbird (Plate):** Built an interactive oral history product with a dozen video interviews, original photography, and illustrations. Grand Jesse H. Neal Award nominee, top 4 nationally.
- **Alt Meat:** Launched a brand, magazine, and website from zero in under 8 weeks as the first major B2B publication in alternative protein. Grew to 22,000 registered users.
- **Meatingplace and Hotels:** Led the move to responsive, mobile first platforms across every brand. 95% of Meatingplace readers reported taking action from content.
- Built design systems and reusable design tokens for 7 properties, keeping visual and interaction patterns consistent across editorial, marketing, and sales.

AWARDS

- Four-time Jesse H. Neal Award winner (the B2B equivalent of the Pulitzer Prize)
- Grand Jesse H. Neal Award nominee for Project Blackbird, top 4 nationally

EDUCATION

University of Wisconsin-Whitewater, B.A. in Art with emphasis in Graphic Design and Marketing