

Hi - it's me GENEVIEVE

I enjoy wild prescription eyewear and roller skate a couple of times a week. Oh yeah - I have a giant Saint Bernard dog named Larry - he is cool.

Innovative and empathetic product designer with **10+ years of experience** blending behavioral research, user-centered design, and scalable systems to deliver transformative solutions. Expertise in crafting UX architectures, evolving design systems, and leading multi-product design initiatives. Skilled at aligning behavioral insights with business goals, mentoring designers, and driving design excellence. Passionate about creating thoughtful, human-centered experiences that foster growth, connection, and life-changing impact at scale.

EXPERIENCE

INGENIO (AI & Media)

Senior Product Designer (2023 – Present)

- Conducted extensive behavioral research to inform the design of AI-powered applications, creating personalized, stress-reducing experiences for Gen Z that increased engagement by 15%.
- Mapped user behaviors to develop scalable UX architectures across multiple products, ensuring consistency and adaptability.
- Evolved the design system to integrate AI personalization, supporting customizable and human-like interactions.
- Mentored and coached designers across teams, fostering a culture of innovation and design excellence.

LOLO HEALTH

Director of UX Design (2021 – 2023)

- Managed and mentored a cross-functional team of designers and developers, both onshore and offshore, fostering a collaborative and high-performing environment.
- Led discovery phases, conducting behavioral research to inform the design of digital health products that align with user needs and business objectives.
- Collaborated with the executive team to craft compelling pitches for investors and customers, effectively communicating design vision and strategic value.
- Established scalable design systems and branding guidelines, enhancing product consistency and accelerating development timelines by 25%.
- Delivered comprehensive product designs and marketing collateral, contributing to successful funding rounds and market adoption.

HORIZONTAL INTEGRATION

Senior UX Designer (2019 – 2020)

- Conducted behavioral research and stakeholder interviews to uncover user motivations and barriers, informing design recommendations for multi-product solutions.
- Designed and tested prototypes to validate hypotheses, ensuring solutions aligned with user behavior and business objectives.
- Synthesized research findings into actionable insights, driving alignment across product, design, and development teams.
- Delivered competitive analysis and experience audits to support strategic decision-making for clients.

STORYWORKS

Senior UX Designer (2014 – 2016)

- Designed user-friendly sales enablement tools informed by user research and testing, improving sales team efficiency by 25%.
- Conducted competitive analysis and experience audits to shape strategic design recommendations for enterprise clients.
- Built high-fidelity prototypes to support sales pitches and client presentations, driving stakeholder alignment.
- Delivered elegant design solutions that balanced technical feasibility with user satisfaction.

NORTHSTAR BALLOONS

Senior Product Designer & Illustrator (2011 – 2014)

- Researched and analyzed consumer preferences to design innovative products, increasing market visibility by 20%.
- Managed multiple design projects, balancing creativity and functionality to meet client needs.
- Mentored junior designers, providing guidance on design best practices and processes.

IHOUSE

Graphic Designer (2009 – 2011)

- Designed marketing materials and digital assets to enhance brand presence.
- Collaborated with teams to develop cohesive design strategies across multiple channels.
- Conducted informal user feedback sessions to iterate and improve visual designs.

INGENIO (Keen Product)

Senior UX Researcher & Product Designer (2022 – 2023)

- Led behavioral research initiatives to uncover insights into user needs, behaviors, and triggers, guiding design strategies for consumer-facing products.
- Established evidence-based frameworks for user testing and iterative design, improving product alignment with user expectations.
- Presented behavioral insights to executives, influencing strategic product decisions.
- Created a centralized design library to enhance collaboration and scalability across diverse teams.

U.S. BANK

Lead UX Designer (2020 – 2021)

- Designed consumer-facing banking solutions, integrating behavioral insights to improve user workflows and navigation.
- Scaled design practices with centralized libraries, facilitating seamless collaboration and consistency across teams.
- Led workshops to align stakeholders on user-centered strategies, enhancing project outcomes.

REVEL HEALTH

Senior UX Designer (2017 – 2019)

- Conducted in-depth user interviews and behavioral research to design empathetic healthcare experiences that increased member engagement by 30%.
- Translated complex healthcare workflows into intuitive designs, balancing regulatory constraints with user needs.
- Collaborated with cross-functional teams to create wireframes, prototypes, and high-fidelity designs for SaaS solutions.
- Led usability testing sessions, synthesizing insights to inform design iterations and improve outcomes.

INSITE SOFTWARE

Senior UX Designer (2016 – 2017)

- Led behavioral research to uncover user pain points and improve enterprise navigation systems.
- Developed and maintained a pattern library to ensure design consistency across teams and products.
- Facilitated design sprints with stakeholders, delivering actionable solutions aligned with business goals.
- Managed a team of designers and developers, fostering collaboration and efficiency in a fast-paced environment.

EDUCATION

University of Wisconsin - Stout

Bachelor of Arts: Graphic Design & Photography

SKILLS

BEHAVIORAL RESEARCH & INSIGHTS

User Testing | Behavioral Analysis | Research Synthesis | Competitive Analysis | Evidence-Based Frameworks

CORE COMPETENCIES

UX Design | UX Architecture | Multi-Product Design | Visual Design | Human-Centered Design

TECHNICAL TOOLS

Figma | Adobe Suite | Miro | InVision | Prototyping Tools | AI Integration

LEADERSHIP & STRATEGY

Design Mentorship | Stakeholder Alignment | Cross-Functional Leadership | Design Systems

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