

Jon Hill

Senior UX Designer | AI-Native Product Design • Design Systems • Research • Enterprise SaaS

415.238.7552 • [Portfolio](#) • hire.jonhill@gmail.com • www.linkedin.com/in/jonhillux

SUMMARY

Product Design Principal with 12+ years leading end-to-end UX strategy, user research, and product design across enterprise healthcare and B2B SaaS platforms. Experienced translating user research, workflow analysis, and business goals into intuitive web, mobile, and responsive digital products and services that improve usability, accessibility, customer outcomes, and continuous product improvement. Specializes in scaling and unifying enterprise design systems across large cross-functional organizations—including leading Figma migrations at Wells Fargo and Cetera and building component libraries that reduced design fragmentation across B2B/B2C healthcare products at Centene. AI-native practitioner using Claude Code and agentic AI tools daily to move from research synthesis to high-fidelity, validated prototypes ahead of engineering handoff, including building [laux.ai](#), an in-progress AI-native product.

CORE COMPETENCIES

Systems UX & Information Architecture • UX Research (Qualitative & Quantitative) • Workflow Analysis & Service Blueprints • Design Systems & Scalable UI Frameworks • Product & Interaction Strategy • Journey Mapping & Personas • Wireframes & High-Fidelity Prototypes • Competitive Analysis • Accessibility (WCAG / A11y) • Enterprise Healthcare Platforms (EHR, Medicare, Medicaid) • AI-Native Product Design & Prompt Engineering

DOMAIN EXPERIENCE

Healthcare UX (EHR, Patient Systems) • Enterprise & SaaS Platforms • Financial Services (FinTech, B2B Systems) • MarTech & Commerce Experiences • Game UX & Interactive Systems • Consumer Product Design

TOOLS AND TECHNOLOGIES

Figma • Adobe XD • Sketch • Miro • Dovetail • UserZoom • Jira • Claude Code • Cursor • Lovable

EXPERIENCE

LAUX Designs Corp - Senior Product Designer
Founder

Jan 2026 – Present

Lead end-to-end UX strategy, product design, and user research across healthcare, enterprise, consumer, and interactive platforms, partnering with Product Managers, Engineers, Researchers, and business stakeholders to define scalable, user-centered digital experiences. Facilitate product discovery through workflow analysis, information architecture, user flows, wireframes, interaction design, and rapid prototyping that guide products from concept through implementation. Use AI-assisted design, AI-native workflows, research

synthesis, and interaction modeling to accelerate experimentation, usability validation, and product innovation while creating adaptive, context-aware digital experiences.

Centene Corporation - Senior UX Designer

Jul 2022 – May 2026

Researcher • Full-Time

- Lead UX strategy and end-to-end product design across healthcare, enterprise, and consumer platforms, translating complex workflows into intuitive, scalable digital experiences.
- Architect and implement design systems that improve consistency, accessibility, and scalability across products and platforms.
- Conduct UX research and usability testing to identify user needs, validate design decisions, and inform product direction.
- Apply AI-native and Agent Experience (AX) approaches to research synthesis, workflow analysis, prototyping, and the design of adaptive, context-aware experiences.
- Lead product design from discovery through high-fidelity prototyping and engineering handoff, balancing user needs, business objectives, and technical requirements.

Cetera Wealth Management - Principal UX Designer

Jul 2022 – Apr 2023

Independent Contract

- Led UX design for state-regulated healthcare platforms supporting complex patient, member, provider, and administrative workflows.
- Conducted usability studies and unmoderated heatmap/click testing to identify behavioral patterns and usability barriers, contributing to a **25%+ increase in user satisfaction**.
- Designed user flows, wireframes, prototypes, and high-fidelity experiences for B2B and B2C healthcare products across Medicare, Medicaid, ACA, and commercial environments.
- Created and maintained scalable design systems and reusable component patterns, improving consistency across enterprise healthcare experiences.
- Partnered with Product, Engineering, Research, and business stakeholders within Agile teams to translate user needs, regulatory requirements, business goals, and technical constraints into accessible product solutions.

Mayo Clinic - Principal UX Designer

Apr 2022 – Jul 2022

Independent Contract

- Designed UX solutions for complex healthcare applications, translating clinical and consumer insights into accessible patient-facing and clinical experiences.
- Conducted **6 usability studies, 8 primary user interviews, and 8 discovery sessions**, front-loading research before ideation to ensure product decisions remained evidence-driven.
- Developed user flows, wireframes, prototypes, interaction models, and UI specifications to guide product development and cross-functional implementation.
- Contributed to scalable design systems and iterative product improvements that helped increase **user satisfaction by 30%**.
- Created data visualizations and interaction models that transformed complex clinical information into actionable insights supporting improved decision-making.

Bottle Rocket - Principal UX Designer, UX Architect
Independent Contract

Jul 2021 – Feb 2022

- Improved information architecture and complex user flows across healthcare, pharmacy, entertainment, and enterprise applications.
- Designed user journeys, information architecture, wireframes, and product concepts for clients including **Albertsons Pharmacy, Cook Children's Hospital, and the New York Philharmonic**.
- Facilitated discovery workshops, competitive analysis, and cross-functional brainstorming sessions to uncover requirements and align stakeholders around product direction.
- Translated research, business requirements, and engineering constraints into scalable UX solutions across multiple client environments.
- Managed design deliverables and refined user journeys throughout engagements, strengthening stakeholder alignment and confidence in product direction.

Wells Fargo - Principal UX Designer, UX Architect
Independent Contract

Oct 2021 – Jan 2022

- Led a collaborative enterprise design-system migration from InVision to Figma, transitioning **76 reusable components, design tokens, and shared patterns** into a centralized real-time source of truth.
- Standardized component architecture and shared design patterns to improve consistency and reduce handoff friction across wealth-management products.
- Designed analytics dashboards, charts, data visualizations, and reporting experiences that improved information clarity and decision-making for internal business users.
- Partnered with cross-functional teams to translate complex financial information into accessible B2B and customer-facing experiences.
- Supported consistency across digital channels through scalable design-system practices and reusable interface patterns.

United Health Group/Optum - Principal UX Designer
Independent Contract

Nov 2021 – Jan 2022

- Conducted **3 usability studies, 6 primary user interviews, and continuous research synthesis** across two external healthcare products.
- Translated research findings into actionable product recommendations that shaped product direction and strengthened alignment between user needs and business objectives.
- Designed responsive consumer healthcare experiences across desktop and mobile platforms, improving clarity, accessibility, engagement, and consistency.
- Partnered with Researchers, Product Managers, Engineers, and stakeholders to support continuous discovery and iterative product development.
- Applied research findings throughout the design process to improve product quality before delivery.

Sunbit Financial - Principal UX Designer, UX Architect
Independent Contract

Jun 2021 – Aug 2021

- Led end-to-end UX design for a mobile banking application from initial concept through engineering delivery.
- Defined user flows, interaction patterns, information architecture, and responsive mobile experiences that simplified complex financial tasks.

- Conducted **8 primary user interviews** and iterative usability studies to understand user expectations, validate concepts, and refine product direction.
- Created low- and high-fidelity wireframes and interactive prototypes to communicate product behavior and guide implementation.
- Partnered directly with product stakeholders throughout the design process to balance user needs, business objectives, and delivery requirements.

IT Yug LLC - Lead UX Designer, Research

Aug 2014 – Dec 2020

Independent Contract

- Led a **7-person design team** delivering domestic and international B2B and B2C digital products across multiple industries.
- Designed scalable design systems, information architectures, user journeys, wireframes, and interactive prototypes that supported consistent product development.
- Conducted user research, usability studies, competitive analysis, stakeholder discovery workshops, and persona development to establish evidence-based product direction.
- Translated research and stakeholder requirements into user flows and high-fidelity prototypes that provided Engineering with clear implementation guidance.
- Established collaborative design practices and team-building initiatives that improved workflow, communication, and delivery across the design organization.
- Led UX strategy and product design for client engagements including responsive web and mobile applications, from early discovery through final design and development handoff.