

Jeff Border

Product Designer

10+ Years Design and Development Experience

(570) 854-3559

jeffrey.border@gmail.com

<https://www.jeffreyborder.com>

WORK EXPERIENCE

Senior UI/UX Designer • Pluto Health, Durham, NC

Healthcare startup that consolidates your health information and recommends actionable care insights

May 2024 - Current

- Designed streamlined account creation flow, patient, and admin web apps
- Created design kit and documentation for iOS and web apps
- Updated branding and created brand standards documentation
- Implemented Mixpanel tracking and created dashboards to gain insights into the experience

Principal UX Designer • Fidelity Investments, Boston, MA

Financial & retirement planning, investments, and wealth management

JUNE 2022 - APR 2024

- Led the design of core features of the youth app, iterating rapidly through concept stages and collaborating closely with stakeholders to deliver high-quality solutions within demanding timelines
- Collaborated closely with development teams throughout the product lifecycle to ensure feasibility of proposed designs, seamless hand-offs, and QA
- Established the initial design kit and documentation, including both iOS and Material 3 components
- Coordinated with cross-functional stakeholders to develop innovative designs that balanced user needs with organizational goals and compliance requirements

UX Designer • Vesta Healthcare, New York, NY

Healthcare startup using remote monitoring and connecting members, caregivers, and families

NOV 2021 - MAR - 2022

SKILLS

Lean UX, Design Thinking, Agile, Design Evangelism and Education, SCRUM

DELIVERABLES

User personas, Journey maps, Wireframing, Prototyping, Affinity diagrams, Design systems

TOOLS

Figma, Adobe XD, Sketch, UserTesting, MURAL, Miro, Adobe CC, Mixpanel

EDUCATION

Bloomsburg University
Master of Science in Instructional Design & Technology

Bloomsburg University
Bachelor of Science in Business Administration
Finance concentration

Professional Scrum with UX(PSU) Certification
Scrum.org • 2020

- Created design kit in Figma using Material Design as a base for ease of use and fast adoption
- Updated designs to incorporate current branding, updated visuals, and design patterns
- Worked with stakeholders to build new features into current internal applications

Senior UX/UI Designer • Geisinger Health System, Danville, PA

Regional hospital system known for innovation and forward thinking approach to healthcare

MAY 2018 - NOV 2021

- Lead design on the product innovation team and responsible for guiding the team through the full design process
- Introduced design process and design thinking with the team, working towards scaling and operationalizing design throughout the organization
- Lead designer for initial phase of company's digital transformation working with teams across the enterprise and stakeholders at all levels
- Worked with cross-functional team members to begin implementing SCRUM/LeanUX processes, as well as developing mission statement and values to improve team culture
- Presented and evangelized design to product team and key leadership positions
- Conducted research including interviews, site visits, job shadowing, contextual inquiries and surveys to better understand customer needs
- Created documentation including personas, current and future state journey maps, affinity diagrams, idea prioritization graphs to align stakeholders with product team
- Created wireframes and prototypes for new products
- Presented to product team and key leadership design feature decisions determined through user research and best practice

Front End Software Engineer • Geisinger Health System, Danville, PA

JUNE 2011 - MAY 2018

- Designed and developed several multi-million dollar joint projects with Merck to create patient and provider collaboration applications that facilitate patients' heart disease and diabetes care and education
- Architected a health application and survey management system for patient and provider applications
- Gathered and analyzed business requirements with subject-matter-experts(SMEs) to define project requirements and design tools to improve patients' understanding of conditions and empower the patients
- Learned through self education, introduced team to, and implemented AngularJS, Angular Material, and REST APIs to update development stack for future projects
- Created wireframes and mockups for all projects
- Introduced needs analysis techniques such as interviewing and job-shadowing to flush out project details and provide clear objectives and direction of projects