Jeff Border

Product Designer

10+ Years Design and Development Experience

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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 dashboard, 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

- Designed key features of the youth app through multiple rounds of concepts and stakeholder collaboration in a fast-paced environment to meet tight deadlines
- Worked hand-in-hand with developers through full process to ensure feasibility of proposed designs, hand-offs, and QA
- Created design kit and documentation for initial rollout of the youth app, including both iOS and Material 3 components
- Collaborated with large teams of cross functional stakeholders to ensure designs meet all business and regulatory requirements

UX Designer – Vesta Healthcare, New York, NY

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

NOV 2021 - MAR - 2022

- Created design kit in Figma using Material Design as a base for

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

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

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

- As a team of one, lead design on the product innovation team and responsible for guiding the team through the full design process

- Introduced and began implementing 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

- Originated idea for and wrote proposal that resulted in over a

million-dollar collaboration with AstraZeneca to create a healthcare social network and integrated electronic health record application that brings doctors and patients together to transform patient care

- 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 and Angular Material to update development stack for future projects

- Advised the department to move to REST APIs to help prepare the organization for future development

- Created wireframes and mockups for all projects

- Advised management to incorporate 360 feedback/lessons learned reviews, one-on-one's, and daily stand-ups

- Introduced needs analysis techniques such as interviewing and job-shadowing to flush out project details and provide clear objectives and direction of projects

- Implemented front-end workflow management tools to streamline front-end development and created SOPs

Instructional Technologist – Guardian Life Insurance, Bethlehem, PA

OCT 2007 - MAY 2011

- Supported internal clients and external vendors to create, update, and troubleshoot courses while providing end-user support as a Learning Management System (LMS) administrator

- Advised management on future direction and planning of company eLearning and kept them informed of new technologies including SCORM, development tools, and programming languages

- Developed custom eLearning courses and created interactive Flash and XML templates for rapid course development

- Constructed a customized Flash and XML driven course player that

streamlined development, and content creation using Captivate, Flash, and PowerPoint generated swfs

- Participated as a member of the Online Best Practices Team to discuss direction, planning, and implementation of new eLearning practices including introducing new technologies and standards

- Supported instructional designers and trainers through the creation of multimedia using Captivate, Photoshop, and Flash