

Steve Libbey

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Creative Senior UX/UI professional with over two decades of experience in data-driven product design, development, and business intelligence. Skilled in crafting intuitive web and mobile experiences, leading cross-functional teams, and delivering conversion-optimized solutions across e-commerce, SaaS, and healthcare. Known for combining storytelling, design systems, and data insights to drive growth and retention.

EXPERIENCE

Thingmo Labs (Independent Studio)

Principal UX / Product Designer – AI, Data Visualization & Systems Design

06/2012 - present Graton, CA

- Operated a full-service design and development studio providing data-driven UX, web, and product design for clients in healthcare, retail, and creative industries.
- Delivered AI-integrated UX solutions using OpenAI APIs, Python, and data visualization libraries to accelerate research and storytelling workflows.
- Created internal prototypes and tools under the Thingmo Labs umbrella, including:
 - **SoggyBones** – AI-assisted writing and editing environment emphasizing tone analysis and story architecture.
 - **Prospero's Press** – automation toolkit for publishing, marketing analytics, and A/B testing.
 - **Driftbook** – experimental visualization platform combining generative imagery, audio, and performance data.
- Supported client engagements from discovery to deployment, aligning product goals with design system scalability and accessibility standards.
- Partnered with PMs and engineers to design and deliver AI-driven UX prototypes and workflow visualization tools for enterprise clients and internal products.
- Notable clients: Prime Therapeutics, Foot Locker, Eastbay, Fell Swoop, and multiple creative agencies and music labels.

West Health Institute

Senior Data Visualization Developer

11/2024 - 5/2025 La Jolla, CA

- Designed data-driven visualizations and interactive dashboards to present key insights on healthcare affordability and equity, helping inform public policy and build clarity among senior stakeholders.
- Transformed complex healthcare datasets into compelling, insightful infographics for lawmakers, researchers, and students.
- Managed end-to-end design and front end development process, from wireframing in Figma to deployment, collaborating with offshore developers across time zones via Jira, Slack, and Zoom.
- Integrated frontend solutions with data sources using Storyblok CMS, ChatGPT, APIs, SQL, Snowflake, and Python, ensuring seamless data access and visualization.
- Led UI/UX efforts for data-driven storytelling, aligning visualizations with organizational goals in healthcare advocacy and policy.
- Presented findings and visual storytelling artifacts to C-level and policy stakeholders, bridging data science and communication design.
- Collaborated closely with Gallup's research and analytics team on the West Health–Gallup Healthcare Affordability and Value Index, a nationally recognized initiative tracking U.S. healthcare quality, access, and cost burden.

DAI

Lead UX Developer (remote contract)

06/2023 - 02/2024 Bethesda, MD

- Collaborated on strategy with leadership and cross-functional teams for a company-wide ERP digital transformation initiative affecting 80 global business development projects, aimed at streamlining internal processes and standardizing workflows.
- Led UX discovery (user research, user flows) and design of platform-agnostic dashboards for internal processes, integrating data from dozens of internal applications (Power BI, SAP, legacy Lotus Notes) via custom APIs.
- Vetted AI powered knowledge management tools and vendors to improve workflow in field operations documentation and knowledge base management, introducing robust versioning and governance features.
- Conducted stakeholder interviews and user testing to validate internal tool designs and inform UX strategy.

Providence Health System

Principal UX Software Engineer (remote FTE)

10/2021 - 02/2023 Irvine, CA

- Hired and led a team of developers to extend Citrix functionality to support the software ecosystem of the hospital software ecosystem (featuring apps like ServiceNow, Power BI, Epic, Kronos), increasing provider-patient face time by five minutes per patient encounter.
- Devised the UX/UI and design system for a cross-team cloud optimization initiative targeting Azure services, resulting in an immediate subscription cost savings of 6% within the first four months.

T-Mobile

Senior UX Software Engineer (remote FTE)

04/2016 - 09/2020 Seattle, WA

- Ideated, designed, and engineered an MVC-based UI for custom internal reporting applications used by thousands of management and executive-level users for business intelligence, enabling T-Mobile to save millions in Tableau subscription licensing fees costs, and pursue leadership's unique business model.
- Created data visualization prototypes and reusable templates in Power BI, accelerating report development.
- Conceptualized and created UX mockups for internal tools on a cross-functional team in an Agile Scrum environment, ensuring alignment with T-Mobile brand guidelines.
- Designed data visualization elements for the marketing department.
- Acted as the team product designer for a custom reusable app platform in built in C# and Angular, optimized for performance with multi-dimensional cubes.
- Researched business intelligence needs and recommended custom and off-the-shelf solutions, and best practice design patterns.
- Migrated data from SQL Server to Azure using DAX.

Harris Corporation

Senior UX Software Engineer (remote contract)

01/2015 - 08/2015 Melbourne, FL

- Provided wireframes, designs, and prototypes for a web-based patient/provider portal healthcare software that integrated with Epic and Cerner via APIs.
- Tested UI for consistency with a distributed team.
- Created a design system in Figma and Adobe CC.

iLink Systems

Senior UX Developer

05/2012 - 01/2015 Seattle, WA

- Led product design for Microsoft stack web applications, Windows 8 apps, and SharePoint solutions in managed-partner/agency engagements.
- Created the award-winning NORAD Tracks Santa application, enjoyed by 35 million people globally, working by collaborating with offshore QA teams and content providers.

- Designed and developed multiple healthcare applications including a European doctor rounds app, American Specialty Health's patient portal, and Children's Hospital of Philadelphia's pediatric anesthetic crisis app.

Boeing

Senior UX Developer (contract)

01/2014 - 10/2014 Seattle, WA

- Solved the conundrum of migrating legacy UNIX aviation manufacturing software to a modern UI without retraining non-tech-savvy aircraft mechanics, avoiding millions of dollars in potential factory downtime costs.
- Directed a team of 5 offshore developers on aviation software UI design, ensuring daily alignment with client priorities across time zones.
- Documented UI style guides and coding standards to facilitate collaboration between onshore and offshore development teams.

SKILLS

DESIGN & PRODUCT MANAGEMENT

- Wireframing, Prototyping & User Flow
- Discovery, Product Roadmaps, Customer Journey Mapping
- UX Research & Competitor Analysis, User-Centered Design
- Typography & Graphic Design, Mobile-First & Responsive Styles Design
- Design Systems (Figma, Tailwind, Storyblok CMS), Workflow Automation, User Research, Accessibility (WCAG).
- Cross-Functional Team Interfacing Collaboration, QA Testing, A/B Testing, iOS/Android App Design

DEVELOPMENT

- AI & Machine Learning
- Data Visualization (Power BI, Tableau, D3.js)
- Agile Scrum Master/Product Owner Agile (Scrum Master & Product Owner)
- React, Vue.js, Angular
- Data analysis with Python, SQL
- Git, Azure DevOps (ADO)
- HTML/CSS/JavaScript/API HTML5, CSS3, JavaScript, RESTful APIs

EDUCATION

Master of Science in Artificial Intelligence & Data Science – *Boston University (in progress)*

BA Bachelor of Arts in English with Writing Certificate – *University of Cincinnati*

Certified Scrum Master (CSM), Certified Scrum Product Owner (CSPO)– *Scrum Alliance*

AND OTHER ACTIVITIES

- ★ Author on UX, AI, and data research
- ★ Published novelist, musician, professional artist
- ★ Adobe instructor and mentor to emerging UX designers