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PROFILE

Product design manager with **10+ years** delivering user-centered software across SaaS, healthcare technology, and enterprise applications. At **Vital**, the #1 KLAS-rated patient experience platform, I lead design across digital products used by **100+ US hospitals**, from discovery and research through prototyping, testing, and delivery alongside Product and Engineering. Hands-on and strategic in equal measure, I build design culture: mentoring designers, raising the craft bar, and giving design a clear voice in product and technical decisions.

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SKILLS

DESIGN	UX & UI design · Interaction design · Prototyping · User research & testing · Design systems & patterns · Journey mapping
LEADERSHIP	Design team mentoring & coaching · Design culture building · Cross-functional partnership · Senior stakeholder influence
DOMAINS	SaaS & software platforms · Complex workflow-based products · Healthcare & enterprise applications · Agile delivery
TOOLING	Figma · AI-assisted workflows (Claude, Cursor, Figma AI) · Design-to-code

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EXPERIENCE

Head of Product Design / Vital

2019 — PRESENT

#1 KLAS-rated patient experience SaaS platform, deployed across 100+ US hospitals (CommonSpirit, HCA, MedStar, Emory, Children's Hospital LA). Joined as founding designer and grew the function into a multi-person team; led design across the full suite: patient web & mobile, clinical dashboards, kiosk, and admin tooling, from concept through delivery.

- Drove **60%+ product utilisation**, roughly 5× a typical digital health app, by owning the interaction design of the patient experience end-to-end across mobile and web, designing for scale, edge cases, and the messy reality of production data, not just the happy path.
- Cut left-without-being-seen rates by **30-50%** at partner hospitals by designing the AI-driven triage, check-in, and live wait-time flows, prototyping and validating each state with real patients before ship.
- Raised provider-match confidence and reduced wrong-result abandonment in **Vital Access** by designing a search-and-discovery experience that matches patients against a national catalogue of providers by specialty, insurance network, and availability: a two-sided marketplace matching problem where a wrong result wastes the patient's time and erodes trust.
- Supported a **5-7% reduction in 30-day readmissions** by designing the clinical Care Team product: data-dense, professional B2B dashboards clinicians rely on in high-stakes moments including a code blue, where information density, hierarchy, and zero ambiguity outweigh visual flourish.

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EXPERIENCE

continued

Head of Product Design / Vital *(continued)*

2019 — PRESENT

- Lifted NPS by **10-15%** with measurable HCAHPS gains by setting and holding the craft bar across every patient touchpoint, from the first SMS to discharge, through systematic interaction and content design.
- Compressed idea-to-prototype **from weeks to days** by rebuilding the team's workflow around AI-native tools (Claude, Cursor, Figma AI) and personally taking work from design, to working prototype, to merged PR when speed mattered.
- Built the first working prototype for "**Atlas**," a new consumer-facing health app currently in development, by designing and coding the interactive demo end-to-end with AI-native tools; live demo available on request.
- Scaled consistent experience decisions across five product lines by building and owning "**Anatomy**," Vital's design system, from foundations and tokens through to components mapped cleanly to the codebase.

Head of Design / Crimson Education

2016 — 2019

Joined at ~30 staff as the sole design leader; scaled alongside the business to 350+ people across 12 international offices. Crimson has since reached ~1,900 staff and a NZ\$1B valuation.

- Owned UX/UI across consumer web, student enrolment flows, and complex internal SaaS tooling while building the design function from one to a multi-person team.
- Partnered with founders and the exec team to launch multiple new product lines from concept to delivery, validated through research and usability testing.

Founding Product Designer / Preno

2015 — 2016

- Designed the core UX and UI for a complex, workflow-based SaaS platform: booking management, channel manager, and front-desk operations, helping Preno raise a **\$1M seed round** and land its first hotel customers across NZ and Australia.

User Experience Designer / PwC Digital Services

2014 — 2016

- Led UX design and user research for enterprise and government applications in Agile delivery: managing senior stakeholders and translating ambiguous briefs into clear interaction design direction.

Earlier: architect at AECOM (Sengkang General Hospital, Singapore) and Stephenson & Turner; design consulting at Lightning Lab. Complex, multi-stakeholder environments and systems thinking at scale.

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EDUCATION

Master of Architecture (1st Class Honours)

University of Auckland

Master of Architecture

National University of Singapore

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REFERENCES

Jade Tan · Head of Design & Product, Lume Music · sweaphin@gmail.com

George Kovacs · Lead Product Designer, TEND · jurikov@gmail.com