

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

- Redesigned **patient onboarding** for **faster access** and improved **usability** across **mobile and desktop**.
- Enhanced **clinician and admin workflows** by designing targeted tools that increased **efficiency** and reduced **friction**.
- Created **standardized documentation** and **design toolkits** to align teams and **accelerate feature delivery**.
- Refined **brand standards** and built detailed **guidelines** for consistency across **product and marketing**.
- Implemented **Mixpanel** tracking and designed **internal dashboards** to monitor **user behavior** and drive **product improvements**.

Principal UX Designer • Fidelity Investments, Boston, MA

Financial & retirement planning, investments, and wealth management

JUNE 2022 - APR 2024

- **Led the end-to-end design of core features for the Fidelity Youth app**, contributing to over **100,000 downloads** since launch, and worked closely with stakeholders to deliver thoughtful, user-centered solutions under tight deadlines
- **Designed and launched a new Learning section** that achieved a **10% higher engagement rate** compared to the adult app, improving content discoverability and user interaction
- **Drove early-stage design strategy** using **sitemaps, wireframes, and prototypes** to explore ideas, gather user insights, and iterate rapidly across concept phases
- **Advocated for youth-specific design enhancements**—including a prominent center button in the bottom navigation and improved visibility of transaction amounts—**both of which were later adopted by the flagship Fidelity app**
- **Built and documented the app's foundational design kit**, aligning with both **iOS and Material 3** guidelines, and collaborated with the enterprise design system team to ensure consistency and reusability

SKILLS

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

Front end development, HTML, Javascript, React, NextJS, CSS, Tailwind, Bootstrap

DELIVERABLES

User personas, Journey maps, Wireframes, Prototypes, 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

Professional Scrum with UX(PSU) Certification
Scrum.org

- **Partnered with developers throughout the product lifecycle** to ensure feasibility, seamless handoff, high-quality implementation, and provided design QA and support
- **Balanced user needs, business goals, and financial compliance** through collaborative design processes, incorporating feedback from legal, marketing, and customer support teams

UX Designer • Vesta Healthcare, New York, NY

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

NOV 2021 - MAR - 2022

- **Built a Figma design kit based on Material Design**, enabling rapid, consistent UI development across teams.
- **Updated interfaces with modern styles and scalable patterns**, improving usability and brand consistency.
- **Designed and delivered new internal features**, aligning closely with business goals and user needs.

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

- **Led end-to-end design strategy** on the product innovation team, **serving as the sole designer** across multiple high-impact initiatives
- **Guided product teams and cross-functional partners**—including clinicians, developers, analysts, and stakeholders—through every stage of the design process, from discovery to delivery
- **Introduced and scaled design thinking practices** across the organization, **earning leadership buy-in** and helping operationalize user-centered methods across multiple product teams
- **Contributed to the early-phase strategy of Geisinger's digital transformation**, helping define user needs and align stakeholders on priorities for modernizing patient and staff-facing tools
- **Conducted in-depth user research**, including interviews, contextual inquiries, job shadowing, and surveys to uncover needs and inform strategic product decisions
- **Created artifacts to align teams**, including personas, journey maps, affinity diagrams, and prioritization frameworks, facilitating collaboration between stakeholders and product teams
- **Designed wireframes and interactive prototypes** for new digital experiences, ensuring solutions were both user-centered and technically feasible