

KATHRYN ADAMS

Principal UX & Graphic Designer

Greater Philadelphia, PA • 215-850-0626 • Kathryn.adams@verizon.net • [Portfolio](#)

Principal UX & Graphic Designer with 15+ years of experience designing accessible, human-centered digital systems across healthcare, finance, education, and service-based organizations. Known for translating complex requirements into intuitive user experiences through research, information architecture, and thoughtful visual design. Experienced in cross-functional collaboration, usability testing, and accessibility-informed design decisions.

Professional Experience

Principal UX & Graphic Designer, Funeral Studio Pro

Remote | 01/2024 - Present

Led UX and visual design initiatives for service-based organizations operating in emotionally complex environments. Conducted user and market research to inform personas, user flows, and content strategy. Designed responsive interfaces and visual systems using Figma and WordPress, supporting web, print, and multimedia experiences. Established scalable design workflows to support efficient prototyping, iteration, and handoff.

Freelance UX Designer | Fairfield County Agricultural Extension Council (FCAEC)

Remote, CT • 07/2024 – 04/2025

Led the complete redesign of a nonprofit agricultural education website to improve clarity, engagement, and mobile responsiveness. Conducted competitive analysis, developed personas, and conducted content audits to address navigation and content gaps. Reorganized the information architecture and produced annotated wireframes and high-fidelity mockups in Figma. Supported CMS migration to ensure accessibility, consistency, and content accuracy.

Senior UX Designer, HealthEquity

Remote, UT • 11/2022 – 12/2023

Led UX design for the HSA Member Portal and Investment platforms in partnership with product, engineering, and analytics teams. Designed intuitive workflows that improved task completion and navigation. Launched a redesigned Manage Card interface, reducing support requests by 30%. Increased product adoption by 18% and championed accessibility best practices, achieving WCAG AA compliance.

UX Designer, Emergency Care Research Institute (ECRI)

Remote, PA • 04/2021 – 03/2022

Led development of a multi-product design system supporting healthcare SaaS platforms. Created a design system for reusable components, wireframes, prototypes, and documentation, improving design-development velocity by 40% and ensuring consistency across products.

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Lead Designer, The Vanguard Group

Malvern, PA • 12/2005 – 04/2020

Progressed through multiple roles from Graphic Artist to UX Designer in corporate marketing and communications. Led UX and digital design for B2B financial platforms, landing pages, marketing campaigns, and the "About Vanguard" corporate marketing site. Worked in agile teams to deliver high-impact solutions for institutional clients and plan sponsors. *UI/UX Designer (2019–2020) · Lead Multimedia & Digital Designer (2010–2019) · Interactive Designer (2007–2010) · Graphic Artist (2005–2007)*

Teaching & Academic Appointments

Assistant Professor of Digital Media Design, National University

Remote, CA | 05/2024 – Present

Adjunct Faculty, Graphic Design and Media Art, SNHU

Remote, NH | 04/2022 – Present

Education

Savannah College of Art & Design

- M.A. Interactive Design
- B.A. Interactive Design, Cum Laude

Skills

UX/UI Design · Accessibility (WCAG) · Information Architecture · Design Systems · User Research · Journey Mapping

Tools

Figma · Adobe Creative Suite · WordPress · Maze · Jira · Confluence