

KATHRYN ADAMS

Senior UX Designer | UX/UI Subject Matter Expert | Experience Strategist

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Senior UX Designer, Experience Strategist, and UX/UI Subject Matter Expert with 20+ years of experience creating human-centered digital experiences across financial services, healthcare, education, and nonprofit organizations. Expertise in UX research, information architecture, journey mapping, interaction design, accessibility, and design systems. Experienced in guiding stakeholders, evaluating complex workflows, developing UX standards, and translating research findings into actionable design recommendations. Additional expertise includes UX/UI curriculum development, professional mentorship, and communicating complex design principles to diverse audiences.

Core Competencies

UX Strategy & Subject Matter Expertise · Human-Centered Design · UX Research · Design Thinking · User Journey Mapping · Information Architecture · Usability Testing & Heuristic Evaluation · Accessibility (WCAG) · Design Systems · Interaction Design · Stakeholder Collaboration · UX Standards & Best Practices · Responsive Design · AI-Assisted UX Workflows

Tools & Platforms

Figma · Adobe Creative Suite · Maze · Jira · Confluence · Brightspace · Canvas · WordPress · Microsoft 365

Professional Experience

Principal UX & Experience Strategist, Digivisionz LLC—Independent Consultant

Digivisionz Design Studio • Funeral Studio Pro

2024 - Present

- Lead human-centered design and digital experience consulting engagements across healthcare, education, nonprofit, and service organizations.
- Apply systems thinking to evaluate interconnected user journeys, information architecture, and digital workflows, identifying opportunities to improve consistency, usability, and the overall experience.
- Conduct stakeholder discovery, experience audits, user journey mapping, and information architecture evaluations to identify usability barriers and recommend experience improvements.
- Develop UX strategies, responsive prototypes, experience standards, and actionable recommendations that connect user needs with organizational objectives.
- Developed an AI-assisted UX consulting system using structured prompting frameworks and Figma Make to support discovery analysis, experience strategy, information architecture, and future-state design workflows.

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

Remote, CT • 07/2024 – 04/2025

- Conducted competitive analysis and content audits to identify navigation and usability gaps.
- Reorganized information architecture and designed high-fidelity responsive experiences in Figma.
- Collaborated with stakeholders to improve user pathways, content discoverability, and accessibility.
- Supported CMS migration efforts to ensure consistency, scalability, and content accuracy.

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Senior UX Designer, HealthEquity

Remote, UT • 11/2022 – 12/2023

Led UX research and design initiatives for the HSA Member Portal and Investment platforms, in partnership with the Product, Engineering, and Analytics teams.

- Conducted usability studies and heuristic evaluations to identify friction, optimize workflows, and inform product and experience improvements.
- Planned and executed research, user flows, wireframes, and prototypes for HSA investment experiences, including Auto-Cash Replenish and other member self-service initiatives.
- Designed and researched the Brokerage Investing experience, enabling HSA members to access expanded investment options through Charles Schwab within HealthEquity's Investment Desktop.
- Designed and tested the Auto-Cash Replenish experience that automatically transferred invested HSA funds back to members' cash balances when they fell below a selected threshold, reducing the need for manual monitoring and transfers while supporting easier access to funds for healthcare expenses.
- Advocated for accessibility best practices and contributed to WCAG AA-compliant product experiences.
- Applied qualitative and quantitative UX insights to drive product and experience improvements.

UX Designer, Emergency Care Research Institute (ECRI)

Remote, PA • 04/2021 – 03/2022

Supported UX strategy and scalable experience development across healthcare SaaS products and digital platforms.

- Developed reusable design system components and documentation to standardize interaction patterns, strengthen interface consistency, and support scalable UX implementation across healthcare digital products.
- Created dashboards, wireframes, prototypes, and high-fidelity components supporting complex healthcare workflows.
- Collaborated with product owners, engineers, and business analysts to align experience decisions with product requirements and user needs.
- Improved design-development velocity through scalable UX systems and standardized components.

Lead Digital Designer, The Vanguard Group

Malvern, PA • 12/2005 – 04/2020

Progressed through multiple digital design and UX roles supporting enterprise marketing, investment, and B2B digital experiences.

- Led UX and digital experience design for institutional landing pages, marketing campaigns, and enterprise web experiences.
- Collaborated with cross-functional teams, including product owners, developers, content strategists, and information architects, to support user-centered digital initiatives.
- Designed responsive landing pages, campaign experiences, and engagement-focused digital assets to support user acquisition and conversion goals.
- Contributed to discovery, research, and iterative design to improve usability and digital engagement.
- Developed digital campaigns, motion graphics, presentations, and interactive experiences that supported enterprise communications and marketing initiatives.
- Maintained design fidelity and collaborated closely with development teams to ensure consistent implementation across platforms.

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Teaching & Academic Appointments

Assistant Professor of Digital Media Design, National University

Remote, CA | 05/2024 – Present

- Deliver and facilitate project-based instruction in online learning environments using Brightspace and Canvas, supporting UX/UI, interaction design, visual communication, accessibility, and digital media design.
- Develop and evaluate learner activities, assessments, instructional materials, and project-based experiences aligned with course outcomes and industry practices.

Adjunct Faculty & UX/UI Curriculum SME | Southern New Hampshire University

Remote, NH | 04/2022 – Present

- Provide UX/UI subject matter expertise for curriculum development and refinement, aligning course content, learning activities, and assessment materials with contemporary industry practices.
- Contributed to modernizing UX/UI instructional materials and design workflows through the transition from Adobe XD to Figma.
- Translate complex UX research, interaction design, accessibility, and usability principles into accessible, project-based learning experiences for adult learners.

Education

Savannah College of Art & Design

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