RAYMOND HOLLOWELL

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SENIOR UX/UI DESIGNER

UX/UI Strategy & Road Mapping • UX/UI Design & Optimization • Data-Driven UX/UI Decisions

Visionary and strategic professional with a strong background in UX/UI design, UX/UI strategy, and web development, dedicated to enhancing user engagement and business growth. Adept at aligning UX with business goals, leveraging data-driven insights to optimize UX/UI performance, and fostering cross-functional collaboration between design, development, and executive teams. Proven track record of streamlining user flows, increasing adoption rates, and improving engagement metrics. Passionate about UX/UI-led growth, customer-centric design, and new feature developments to drive revenue and scale.

Web & Mobile Design • Engagement Strategy • Cross-Functional Collaboration • Digital UX/UI Innovation • Startup Growth
Stakeholder Communication • User Research & Testing • Conversion Rate Optimization • Customer-Centric Design

CAREER HIGHLIGHTS

Digital Transformation:
- Built company's first UX function from ground up, transforming platform into an enterprise-ready solution that secured $1M+ contracts, including those with Johnson & Johnson.

Web Traffic Growth:
- Doubled platform traffic (6.4K → 13.7K visitors/month) by launching a public-facing page, driving engagement while ensuring full HIPAA compliance.

Platform Feature Enhancement:
- Attained a 207% surge in user interactions (1.4K → 4.3K/month) by overhauling platform features, fostering deeper collaboration among Doctors and Medical Professionals.

PROFESSIONAL EXPERIENCE

DocMatter | Remote   2022 – 2025
SENIOR UX/UI DESIGNER

Created the company's first UX/UI design system, establishing an adaptable component library that advanced UX/UI development. Led user research and usability testing, uncovering key insights that shaped intuitive, high-impact UX/UI experiences. Partnered with executives and UX/UI teams to define UX strategy, translating business goals into customer-centric digital experiences.

- Increased logins by 35% by streamlining authentication into a seamless, single-click process, improving user access and retention.
- Cut onboarding time by 71% (one week → two days) by redesigning the user flow into a guided, step-by-step process, boosting activation and long-term engagement.
- Raised contributions by 25% by transforming content visibility, making critical discussions more accessible and actionable.
- Uplifted front-end development by 75% by standardizing on Bootstrap, replacing a custom-built grid with a scalable design system.
- Designed and delivered high-fidelity mock-ups, prototypes, and user workflows, guaranteeing smooth integration with engineering teams and cross-functional stakeholders.
- Developed and optimized the marketing website's UI using cutting-edge technologies (HTML5, CSS3/SASS, JavaScript, React, Bootstrap), elevating brand presence and user experience by 20%.
- Implemented Git version control and NPM package management, modernizing developer workflows and enforcing code consistency across teams.

Seashine Financial | Salt Lake City, Utah   2022 – 2022
SENIOR UX/UI DESIGNER & DEVELOPER

Defined and executed the company's first UX strategy, transforming scattered development efforts into a user-centered, strategic UX/UI roadmap. Drove user research and usability testing (concept testing, participatory design, interviews) to refine UX/UI-market fit and raise the customer experience. Translated executive vision into actionable UX solutions, confirming business objectives aligned with intuitive, high-impact UX/UI design.

- Built component library/design system, cutting front-end development time by 30% and maintaining cross-UX/UI consistency.
- Implemented Bootstrap, reducing responsive design time by 50% and eliminating cross-browser compatibility issues.
- Designed wireframes, prototypes, and hi-fidelity mock-ups, streamlining development and ensuring seamless implementation.
- Standardized UX/UI best practices, creating a company-wide design framework that boosted usability across all digital UX/UIs.
- Optimized UX/UI development by working directly with engineering, marketing, and offshore teams, guaranteeing flawless integration of UX/UI improvements.
- Championed an agile, user-first approach within cross-functional scrum teams, enhancing UX/UI usability by 40%.
- Revamped ad-hoc development into a structured UX process, setting the foundation for long-term design and UX/UI growth.

SelectHealth | Salt Lake City, Utah   **2016 – 2022**

TEAM LEAD | DIGITAL EXPERIENCE DESIGNER

Led cross-functional collaboration between designers, developers, and marketing teams, ensuring smooth execution of high-impact digital initiatives aligned with business objectives. Conducted extensive user testing with c-space, incorporating real-time feedback into iterative design improvements. Partnered with executive stakeholders to define a digital roadmap, coordinating UX/UI development with business strategy and strengthening customer interactions.

- Transformed SelectHealth's outdated, non-responsive website into a modern, mobile-friendly platform, reducing implementation time by 33% by migrating from Angular to React with Material Design, uplifting performance and user engagement.
- Steered the redesign of the consumer portal (MyHealth), integrating a cost estimation tool for doctors and procedures, increasing logins and user engagement, and advancing healthcare decision-making for thousands of members.
- Launched SelectHealth's first-ever email marketing campaign, replacing costly paper mailers and boosting response rates by 10% to 30%, saving the company over $697,500 annually.
- Overhauled the marketing website with Sitecore CMS, doubling user engagement and streamlining health insurance sign-ups, driving higher conversion rates during peak enrollment periods.
- Created a brand and style guide that decreased UI inconsistencies by 70%, accelerated design-to-development handoff by 25%, and cut design and development time by 35%, enabling rapid scalability.
- Transitioned digital platforms from Angular to React and Bootstrap, elevating speed, responsiveness, and maintainability, leading to a more intuitive and scalable user experience.
- Cultivated a culture of continuous learning and upskilling, leveraging Coursera training initiatives, contributing to a 5-star Medicare rating for compliance, security, and digital accessibility.

Starfall Education | Remote   **2014 – 2016**

LEAD WEBSITE DESIGNER & DEVELOPER

Headed the end-to-end design and creation of all Teach digital UX/UIs, promoting innovation and uplifting the user experience for educators and students. Worked directly with the CEO to establish a bold, cohesive brand and style guide, shaping the visual identity of all Starfall materials. Engineered cutting-edge, interactive classroom support tools using Laravel, jQuery, HTML, and CSS. Stayed ahead of the curve in web development, integrating the latest frameworks, plugins, and methodologies to fuel continuous innovation.

- Launched a teacher-specific resource hub, enabling fully customizable classroom materials—boosting new user sign-ups by 10% through educator referrals.
- Optimized all digital UX/UIs for outstanding cross-browser and mobile-first experiences, guaranteeing flawless functionality on touch screens and modern devices.
- Developed high-fidelity prototypes and mockups, streamlining stakeholder approvals and accelerating project timelines by 35%.
- Built a curriculum FAQ portal, decreasing support inquiries by 25% and providing educators with instant answers.
- Acted as a vital link between developers, the CTO, and curriculum teams, confirming technical requirements aligned with strategic educational objectives.

EDUCATION

BSc (Hons) Interactive Media Design • University of Dundee

HND Visual Communication • Glasgow Metropolitan College

TECHNICAL SKILLS

Figma | Adobe XD | Sketch | InVision | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | HTML | CSS | SASS/SCSS | JavaScript | jQuery | React | Angular | Material UI | Bootstrap | PHP | MySQL | JIRA | Confluence | Monday | Basecamp | Figma Jam | Balsamiq | Google Analytics | Hotjar | Mixpanel | UserTesting.com | Git | GitHub | Bitbucket | Webpack | Gulp | Node.js | npm | Swagger | WordPress | Sitecore | Caravel | Squarespace | Webflow

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AFFILIATIONS

Board Member, Youth Making a Difference (YMAD)

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*"Raymond is great UX/UI designer with an instinctive and very creative mind. He looks for opportunities to make things move smoother and provides great customer experiences. I have always been impressed with his ability to work and teach others, empowering them as he leads them. I have had the opportunity to work alongside him for a few years. I know that any company and team will benefit from his experience and talents." – **Jarin S., Web Engagement Manager, Robert Half***