



# Haitham Hassan

## Lead UX & Product Designer

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### SUMMARY

Lead UX & Product Designer with 12+ years transforming complex enterprise workflows into intuitive digital experiences across fintech, health-tech, SaaS, and eCommerce. Expert in end-to-end UX — from discovery and journey mapping to Figma design systems and developer-ready handoffs. Proven track record leading agile teams and driving measurable outcomes including a successful M&A exit and 20% revenue growth.

### SKILLS & TOOLS

**UX & Research:** Persona Development · User Research · Journey Mapping · Usability Testing · Information Architecture · Service Design  
**Design:** Wireframes · Task Flows · High-Fidelity UI · Prototypes · Design Systems · Design Tokens · Component Libraries · Interaction Design  
**Tools:** Figma · Sketch · InVision · Zeplin · Adobe Suite · Jira · Hotjar · Google Analytics  
**AI & Dev:** Claude · ChatGPT · Figma AI · Midjourney · Make · HTML · CSS · WordPress  
**Standards:** WCAG 2.1 · HIPAA-Compliant UX · Inclusive Design

### EXPERIENCE

#### TEAM Risk Management Strategies

Jan 2023 – Present

- Lead UX & Product Designer
  - Redesigned enterprise payroll & HR portal — replaced paper-based onboarding with a fully digital platform, built a scalable Figma design system cutting handoff time ~40%, and conducted 20+ stakeholder interviews to drive design decisions.
  - Designed contextual in-app guidance and real-time error validation, reducing cognitive load for users managing complex multi-property employee and invoice workflows.

#### Seamgen Agency

Mar 2021 – Dec 2022

- Lead UX & Product Designer
  - Led UX for Veriti's ESG platform from discovery to delivery — directly contributing to acquisition by First Trust Capital Partners (2022).
  - Redesigned HealthCare Partners' physician portal for 8,000+ physicians and 175,000+ members — resulting in a 20% revenue increase and improved gap closure rates.
  - Delivered HIPAA-compliant, WCAG 2.1-accessible telehealth flows; facilitated design sprints and developer-ready Figma/Zeplin handoffs across all client engagements.

#### AutoAnything / Morris 4x4 / Overlander

Jun 2018 – Feb 2021

- Lead UX & Product Designer
  - Led full rebranding and UX overhaul — redesigned IA, introduced vehicle-specific filtering, and unified design language across 3 brands, reducing inconsistencies ~60%.
  - A/B testing and Hotjar heatmap analysis drove checkout optimization, boosting mobile conversion rates and reducing funnel drop-off.

#### FTD Companies

Aug 2016 – May 2018

- Lead UX & Product Designer
  - Owned end-to-end UX for FTD's customer-facing web — visual refresh, journey redesign, and stakeholder-aligned interactive prototypes driving repeat purchase gains.

#### Provide Commerce / ProFlowers

Jan 2012 – Jul 2016

- Digital UX Designer
  - Delivered wireframes, interaction flows, and pixel-perfect UIs across consumer brands, supporting high-traffic seasonal campaigns and consistent YoY conversion improvements.

### EDUCATION

#### Art Institute of San Diego

GPA: 3.9

Bachelor of Science in Web Design & Interactive Media