

DANIELA OKAFOR

User Experience Ux Designer

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PROFILE

Senior UX designer with 8 years across healthcare and B2B platforms. Lead end-to-end design work, run mixed-methods research, and partner closely with engineering to make sure designs survive contact with production.

KEY SKILLS

- End-to-end product design (discovery through ship)
- Mixed-methods user research (interviews, usability testing, card sorts, tree tests)
- Figma, FigJam, and design system maintenance
- Accessibility and WCAG 2.1 AA compliance
- Information architecture and interaction design
- Prototyping (Figma, Principle, ProtoPie)
- Design ops and cross-functional facilitation
- Mentoring and design crit leadership
- Healthcare and B2B SaaS domain experience
- Stakeholder management and scope negotiation
- HTML/CSS literacy for engineering handoff
- Quantitative analysis with Amplitude and Pendo

PROFESSIONAL EXPERIENCE

Senior UX Designer

Heronbrook Health Systems, Minneapolis, MN | 2021 - Present

- Led redesign of the patient intake flow used across 14 clinic locations, cutting average completion time from 11 minutes to under 7.
- Embed in a squad of 6 engineers and a PM; run weekly design crits and bi-weekly research readouts for clinical stakeholders.
- Built an accessibility playbook covering color contrast, screen reader patterns, and form errors; rolled it into onboarding for all new designers.
- Coached two mid-level designers through promotion cycles, including portfolio reviews and stakeholder presentation practice.
- Negotiated scope on a records migration project, dropping three features that research showed clinicians would not use.

UX Designer

Sablefin Cloud, Saint Paul, MN | 2018 - 2021

- Owned design for a billing module across web and tablet, with usage by roughly 9,500 finance ops users.
- Ran a card-sort and tree test that informed a navigation overhaul; task success on key flows rose from 62% to 88%.
- Partnered with a content designer to rewrite 40+ error messages into plain language.
- Set up a weekly research office hour that PMs and engineers used to bring questions before writing tickets.

UX Designer

Greyloom Interactive, Saint Paul, MN | 2016 - 2018

- Designed marketing site and product onboarding for a Series A startup, working directly with the founding team.
- Built the company's first design system in Sketch, later migrated to Figma.
- Ran 30+ user interviews in the first year to validate a pivot from B2C to B2B.

EDUCATION

M.S. Human-Computer Interaction, University of Minnesota, 2016

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B.A. Cognitive Science, Macalester College, 2014

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Nielsen Norman Group UX Master Certification, 2020

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