

# Erin Blumenthal

## Product Design



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[Erin Blumenthal](#)



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I am a Senior Product Designer delivering impactful design solutions across SaaS and consumer facing environments in the healthcare, insurance, and financial technology industries. I have a proven track record of being a leader throughout the end-to-end design process, driving strategic initiatives, and crafting intuitive experiences for mobile and web platforms.

## PROFESSIONAL EXPERIENCE

### H1

#### SENIOR PRODUCT DESIGNER

SEP 2024 - PRESENT

- Own the end-to-end design process independently from research to production for two SaaS product lines, aligning user needs with business objectives to deliver high quality, impactful design solutions for healthcare professionals
- Partner closely with cross-functional teams to orchestrate product planning and road mapping sessions, driving strategic prioritization and championing design's contributions on business outcomes
- Act as a Product Manager working with data, engineer, and search teams to ensure alignment on project goals and timelines to successfully launch features within each quarter
- Conceptualized and executed a comprehensive healthcare conference informational experience that became a core product offering by conducting user research, prototyping, and effectively articulating design rationale to senior leadership

#### PRODUCT DESIGNER

APR 2023 - SEP 2024

- Spearheaded the creation of a scalable design system for the H1 product and managed iterations over time, improving design team efficiency and consistency when creating mockups and prototypes in Figma
- Adapted a web-based product into a full-featured mobile application, collaborating closely with engineers, product managers, and multiple stakeholders to successfully meet users' needs during hospital visits and conferences
- Reimagined the search and filter experience of our product, resulting in a 5x increase in usage of filters through data-driven design decisions informed by metrics and moderated user research sessions

### Cerebral

#### PRODUCT DESIGNER

AUG 2022 - MAR 2023

- Championed design projects from concept to implementation across the consumer mobile app, B2B mobile app, and internal Electronic Medical Record (EMR) application ensuring unified healthcare professional and patient experiences
- Led design for the B2B insurance team to design workflows adapted to our clients' branding allowing them to offer our mental health application as a part of their insurance benefits to their own employees
- Designed innovative solutions reducing patient messaging time by 50% by enabling self-reassignment of therapists in the mobile app, enhancing user satisfaction and accessibility
- Developed a new task management system for clinicians in the EMR, improving efficiency and patient outcomes by collaborating cross-functionally, iterating on designs and communicating design decisions to address pain points
- Defined solutions to complex, ambiguous problems through all phases of design by conducting user research, analyzing and sharing out results, and testing final designs with users to uncover clinician's pain points and validate designs

### Vertafore

#### PRODUCT DESIGNER

JAN 2021 - JUN 2022

- Led the end-to-end design process on 4 enterprise insurance products to simplify complex software systems
- Conducted research to inform design decisions, uncovering insights to optimize user interactions and workflows
- Mentored junior designers, fostering growth through feedback and critique sessions to help push designs further

## DESIGN SKILLS

### Design Process

- UX/UI Design • User Interviews • Research Synthesis • Design Sprints • Design Systems • Strategic Design Leadership
- AI Feature Design • Prototyping • Usability Testing • UX Writing • Information Architecture • Interaction Design
- Responsive Design • Creative Concepting • Cross-Functional Communication • Problem Solving • Mobile & Web Expertise

### Software

- Figma • Adobe Creative Suite • Sketch • InVision • Miro • Jira • Maze

## EDUCATION

### DESIGNER TRACK PROGRAM

**Bloc.io** | 2020

B.B.A. MARKETING Minor in Communications

**University of Iowa** | 2018