

# JAMES GUNTHER

PRODUCT DESIGNER

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## PROFESSIONAL SUMMARY

Dynamic Product Designer obsessed with defining the problem, proficient in rapid prototyping, and collaborating with teams to creatively solve user needs. My background in graphic design helps me develop a good eye for aesthetics, attention to detail, and a deep understanding of visual communication. I combine my graphic design background with user-centric principles to create engaging, intuitive digital experiences.

## SKILLS

### PROFESSIONAL

User Empathy and Interviews  
Usability Testing  
Product Strategy  
Design Systems  
Design Thinking  
Information Architecture  
Interaction Design  
Wireframing  
Responsive Design  
Web and Mobile  
SaaS/ B2B/ B2C  
UX Research/Usability Testing  
Rapid Prototyping  
Visual Design/ Data Visualization  
Web Accessibility  
Healthcare Experience  
Stakeholder Management  
Adobe Creative Suite  
Miro  
Confluence/Jira Software  
Figma / FigJam  
HTML/CSS/Javascript  
Microsoft 365  
Google Workspace  
WordPress

## EDUCATION

### UX Certification

UX Academy DesignLab

### Professional Certification

University of Cincinnati

### Bachelor of Science

University of Dayton

## WORK EXPERIENCE

### PRODUCT DESIGNER II

**NextGen Healthcare** | September 2022 – January 2024 | Remote

- Led cross-functional discovery and design exploration workshops with product, engineering, and stakeholder teams, enabling an on-time delivery rate of 95% for all projects through comprehensive requirements gathering and alignment
- Recovered on average 8 minutes per patient time saving within the OBGYN workflow allowing practices to have time to see more patients per day
- Improved OBGYN workflows resulting in a 4.4/5-star satisfaction rating by users.
- Moderated weekly interviews and usability tests with healthcare providers
- Led a team of 3 designers for an Electronic Health Record (EHR) and Practice Management
- Delivered wireframes, workflows, prototypes, and mockups for key projects, ensuring alignment with user needs and business goals, resulting in a 30% decrease in the average number of Jira tickets related to design revisions and clarifications

### UX/UI DESIGNER (FREELANCE)

**Child Life on Call** | February 2022 – April 2022 | Remote

- Improved information architecture by creating more intuitive site navigation and eliminating misleading labels resulting on average 10% fewer clicks
- Reduced development cost by consolidating key workflows by 50%
- Designed and built a high-fidelity iOS prototype with custom iconography, UI components, and micro-iterations while conforming to Apple's HIG

### SENIOR ART DIRECTOR

**Piping Rock Health Products** | July 2011 – February 2020 | Bohemia, NY

- Joining the firm at startup, I hired, managed, and mentored a team of five designers and 2 in-house digital printers
- Responsible for creating product labeling, advertising material, and launching an average of 275 products per year
- Collaborated with the executive team to grow into a \$105 million organization in six years
- Managed outside agency consultants, freelancers, and vendor relationships while serving as the point person for joint ventures and product co-branding

### GRAPHICS AND MARKETING DIRECTOR

**Arizona Beverages USA LLC** | April 2007 – May 2011

- Led creative team to deliver new products and sales materials contributing to brand share growth from 23.2% to 32.7% within four years
- Created online marketing and promotions which generated a 300% increase in online sales, driving a 43% average open rate