

Curran Leeds

UX Strategy | Design Systems | Enterprise Product Design

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PROFESSIONAL SUMMARY

Senior UX Designer specializing in information architecture, design systems, and complex digital experiences for regulated healthcare organizations. I turn complex, multi-audience platforms into clear structures and scalable systems that help teams design and deliver more efficiently. Experienced partnering with executive stakeholders, product teams, and developers from discovery through launch, with recent work spanning global HCP platforms, enterprise design systems, and AI-assisted workflows.

EXPERIENCE

UX Designer Apr 2022 – Present

Relevate Health | Berkeley Heights, NJ

Lead UX designer for Fortune 500 pharma, biotech, and specialty health organizations, working directly with executive stakeholders and developers to take digital products from discovery through launch.

Product & UX Strategy

- Audited 68 content assets across four user types to define IA for a global biopharmaceutical HCP platform; the role-based navigation model became its long-term structure.
- Led a 15-month, CEO-requested redesign of the Medical Advertising Hall of Fame website alongside a full client workload with no dedicated PM; delivered ahead of schedule and launched a new MedAve content platform.
- Delivered Relevate Health's corporate website redesign to a three-month executive deadline, translating business goals into developer-ready designs.
- Designed WCAG 2.1 AA-compliant experiences across multiple HCP and consumer healthcare products, balancing regulatory requirements with usability and brand.
- Facilitated executive stakeholder workshops on personas and priorities, keeping high-priority initiatives on weekly design milestones.

Design Systems & DesignOps

- Built and documented reusable design systems for multiple enterprise healthcare platforms, establishing the Studio team's standard approach to delivery.
- Architected a reusable Figma template system with variable-based color tokens, allowing designers to apply client branding instantly instead of rebuilding components by hand.
- Migrated legacy product templates to Figma and shipped documentation two months ahead of deadline; the Engagement Studio team now works roughly 25% faster.
- Piloted AI-enabled design workflows (Relume, Figma Make, Claude) on live client projects ahead of department-wide rollout, cutting wireframe and layout production time by 20–40%.
- Measured impact across ~60 projects:
 - **61%** reduction in production hours on PracticeShare (211 → 82 hours)
 - **39%** reduction in production hours on OnDemand (110 → 67 hours)
 - **3×** increase in Interactive Quiz production with no additional design hours
 - **20%** reduction in designer file setup time

Leadership & Team Development

- Led department-wide Figma enablement during the Adobe XD migration, training 6–8 designers and shortening onboarding time.
- Mentored a UX Design intern through an eight-week program, providing design critiques, project guidance, and professional coaching.
- Served as the primary design partner to Creative Directors, Product Managers, and developers across client projects, presenting design rationale and carrying work through launch.

Digital Designer (Contract) Sep 2021 – Jan 2022

Bristol Myers Squibb | Lawrenceville, NJ

- Designed internal digital communications and publications supporting an organization of 30,000+ employees, collaborating with copywriters and stakeholders to deliver clear, engaging content aligned with corporate communications.
- Managed and organized a digital asset library of 1,500+ marketing and communication assets within Adobe Experience Manager (AEM), improving content accessibility and supporting efficient campaign execution.

UX/UI Designer (Internship) Aug 2021 – Sep 2021

Foodini | Remote

- Audited existing user flows and ran a competitive analysis to identify pain points in the mobile ordering experience for a dietary-matching food app.
- Designed sitemaps, wireframes, and high-fidelity prototypes from discovery through usability testing, delivering results to the founding team.

UX/UI Designer (Internship) Oct 2020 – Nov 2020

Mosea | Remote

- Led UX design for a group-payments platform from creative brief through high-fidelity clickable prototype, conducting user interviews to surface core payment flow pain points and translating findings into a streamlined transaction experience.
- Designed a business-owner portal for tracking and publishing ad campaigns across mobile and web, owning the end-to-end experience from information architecture through developer-ready handoff.

SKILLS

UX & Product: Information Architecture, UX Strategy, User Research, Journey Mapping, Wireframing, Prototyping, Usability Testing, Accessibility, Design Systems, Data Visualization

Leadership: Stakeholder Facilitation, Executive Presentations, Cross-functional Collaboration, Design Critiques, Mentoring, DesignOps, Product Strategy

Design & AI: Figma, Variables, Design Tokens, Claude, Cursor, Relume, Adobe CC, Miro

RECOGNITION

- **P.A.C.T. Award** (Pioneering, Accountable, Caring, Transparent) for sustained cross-functional impact, innovation in UX and AI workflows, and leadership across multiple clients and internal initiatives (2025)
- **COO Recognition Award** for design excellence and collaboration (2024)
- **Highly Effective Performance Ratings** – 3 consecutive years (2023, 2024, 2025)
- **Client Testimonial:** “The most forward-thinking, modernly designed site in our universe.” (2024)

EDUCATION

UX Design Career Track | Springboard Feb 2020 – Dec 2020

400+ hours hands-on curriculum, portfolio projects, 1:1 expert mentorship

B.F.A. Graphic Design: Print and Screen | Robert Busch School of Design, Kean University 2012 – 2014