

Jennifer Day

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SUMMARY

Creative product and UX designer experienced in shaping complex digital experiences across health, enterprise, and consumer products. Skilled at blending systems thinking, hands-on execution, and visual craft to simplify dense workflows and bring clarity to data-rich tools. Strong cross-functional collaborator with a track record of elevating design quality, maturing design systems, and delivering products that improve usability, accessibility, and business outcomes.

SKILLS

Design Leadership | Product Design | Design Systems & Scalability | Information Architecture | Interaction & Visual Design | Accessibility (WCAG) | UX Research & Strategy | Prototyping & Testing | AI-Assisted Workflows | Cross-functional Collaboration
Tools: Figma, Miro, Adobe CC, Storybook, JIRA, Slack

PROFESSIONAL EXPERIENCE

Best Buy | Senior Experience Designer, Best Buy Health

2021 – 2025

Multinational consumer electronics retailer

Led product design across web and mobile experiences, collaborating closely with engineering, product, and content teams to translate complex requirements into clear, accessible solutions. Elevated craft and collaboration while maturing shared design systems and improving consistency, usability, and delivery speed across products.

- Directed two major design system initiatives
 - Created a bespoke system that set early direction, seeded engineering partnerships, and informed enterprise direction
 - Led adoption of the enterprise design system, cutting design-to-dev effort by ~80%, enabling shared investment and economies of scale
 - Owned Figma foundations, components, guidelines, and governance alignment with engineering
- Designed Lively.com e-commerce & device activation experience
 - Increased conversion 18% and streamlined checkout with browse-to-purchase flow including a mini-cart
 - Extended design into post-purchase device authentication and activation flow, by designing around backend and support complexities to create a simple experience that let customers activate devices without calling
 - Delivered high-fidelity designs on deadline for Spring launch in close partnership with content design and engineering, ensuring smooth system integration
- Created Best Buy Health brand guidelines and designed MVP marketing site under event deadline
 - Launched marketing site on time for HLTH 2023 industry event, raising visibility for Best Buy Health
 - Engaged enterprise creative director to build visibility for Health brand efforts and ensure alignment within the broader enterprise brand
- Designed Elevance free-device benefit enrollment site
 - Seamless self-service flow had ~60% completion, eliminating ~6.5K calls annually and saving \$75–\$100K per year
 - Ran remote usability testing and refined flows before launch to ensure ease of completion
- Established UX intake/discovery process through caregiver and senior-facing mobile apps
 - Synthesized research into journeys, needs statements, and roadmaps, creating a repeatable intake process later adopted by other product teams
 - Designed React-based caregiver-facing app and native senior-facing apps, shaping early design system components through applied product design work

Navigating Cancer | Senior UX Designer

2016 – 2021

Oncology patient relationship management platform

Led design across oncology care-management tools, translating clinical data and real-world workflows into clear digital experiences that improved communication, insight, and outcomes for patients and clinicians. Partnered closely with nurses and care teams to understand pain points and design solutions that fit daily practice.

- Created clinician and patient personas to map workflows, pain points, and priorities for product planning
- Designed five products within a Care Management SaaS platform, including clinician-facing triage tools and patient-facing Remote Monitoring experiences, balancing the needs of diverse roles across the care journey
- Doubled weekly patient service capacity from ~10K to ~20K and expanded clinician usage from 500 to 3K
- Established UI Kit to drive design system adoption, reducing design debt by ~75%
- Redesigned Health Tracker app, boosting active users to 70% of patients in chemotherapy treatment
- Led migration from Sketch/Zepplin/Marvel to Figma, saving \$8.5K annually

Optum (formerly Alere Wellbeing) | User Experience & Visual Designer

2014 – 2016

Global health services and technology organization under UnitedHealth Group

- Refreshed visual design and integrated newly acquired wellness products into Optum's platform, creating a more cohesive user experience and supporting onboarding of ~100K users

Wetpaint | UX & Visual Designer

2011 – 2014

Digital publisher acquired for \$30M

- Redesigned site with responsive layouts and updated content architecture, improving navigation and boosting page views per session 40% while growing monthly audience from 8M to 12M
- Modernized visual brand and user interface to support a mobile-first strategy, elevating engagement and contributing to the company's \$30M acquisition

Tip Top Creative | Designer

2004 – 2011

Seattle-based creative agency specializing in food, hospitality, and event branding. Designed print, packaging, and digital collateral for clients across industries, managing direct client relationships and delivering end-to-end creative execution.

Jennifer Day Design | Designer & Owner

2004 – 2014

Independent design consultancy serving enterprise and small business clients. Delivered projects spanning brand identity, marketing, and digital design for clients including Amazon, Nike, UW Medicine, and Children's Hospital.

Early Career & Enterprise Experience

1996 – 2004

Graphic and digital design across major technology and media companies including Microsoft, Nintendo, Starwave (later acquired by Disney), and ESPN/Disney Media Networks.

EDUCATION, CERTIFICATIONS, & TRAINING

UX Certification – Interaction Specialty | Nielsen Norman Group | Fremont, CA

Professional Development Courses – User Research & Accessibility | School of Visual Concepts | Seattle, WA

Enterprise Design Thinking & Team Essentials for AI | IBM | Armonk, NY

Bachelor of Arts, Graphic Design | Western Washington University | Bellingham, WA