

CAROLINE KEEM

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USER EXPERIENCE DESIGNER & RESEARCHER

Human-centered design leader with 20+ years of experience transforming complex systems in healthcare and education into intuitive, accessible and impactful digital products. Combines strategic vision with hands-on execution, balancing user needs with business goals to deliver evidence-based solutions. Proven track record of mentoring and enabling UX teams, fostering a collaborative culture across Product, Engineering, and Business. Adept at cross-functional collaboration, driving innovation through user research and design thinking.

EXPERIENCE

UX Lead

[Health Hug – Chicago IL / 2024-Present](#)

- ▶ Spearheaded the UX strategy and vision for a new health tech platform supporting pediatric care, from discovery through delivery, while remaining hands-on in design execution.
- ▶ Aligned human-centered design initiatives with stakeholder priorities across Product, Engineering, and Business teams to ensure feasibility and buy-in.
- ▶ Designed end-to-end caregiver and patient experiences for web and mobile, incorporating inclusive design considerations (accessibility and family dynamics).
- ▶ Integrated AI features to surface real-time health insights and reduce friction in care coordination workflows.
- ▶ Established a cross-platform design system to support product scale, brand consistency, and seamless team collaboration.

Product Design Lead

[TimeDoc Health – Chicago IL / 2021-2024](#)

- ▶ Delivered 35+ new features and enhancements that improved care coordinators' efficiency and patient access to care, demonstrating a roll-up-the-sleeves approach to execution.
- ▶ Conducted user research and usability studies, translating insights into strategic product improvements—reducing average call times by over 5 minutes and streamlining clinical workflows.
- ▶ Embedded regular usability testing into agile sprints, and shared findings across departments to inform training and continuous improvement.
- ▶ Collaborated closely with Product Management to evolve the product roadmap based on user needs and technical constraints, ensuring alignment between UX vision and business strategy.
- ▶ Led the creation of an extensible design system aligned with WCAG accessibility standards, establishing a consistent, inclusive UX across platforms.

Product Design Manager & Research Lead

[REEF Technology – Miami FL / 2021](#)

- ▶ Led end-to-end UX design and user research for mobile and responsive e-commerce tools, guiding a team in crafting unified product experiences.
- ▶ Mentored junior designers in agile methodologies and research techniques, fostering their growth and improving team collaboration.
- ▶ Oversaw research operations by establishing a centralized insights repository and processes, ensuring data-driven design decisions across projects.

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Sr UX Designer

Allscripts – Chicago IL / 2018-2021

- Championed a major redesign of legacy care-coordination software used across hospital systems, modernizing the UI and improving overall usability for clinical staff.
- Co-led visioning and prototyping of a new outpatient care management tool integrated with inpatient systems —resulting in a 40% reduction in patient readmissions at pilot hospitals.
- Developed a scalable visual language and interaction standards library adopted across multiple product lines to ensure consistency and efficiency in the design process.

UX Architect, Humana

Chicago IL – 2015-2018

- Redesigned small business insurance enrollment journeys to reduce drop-off rates and boost customer confidence, leading to improved completion metrics.
- Piloted innovative research methods (e.g. field studies, journey mapping) that were later adopted company-wide to strengthen user-centered decision making.
- Led the design of responsive internal tools aligned with business KPIs and user feedback, collaborating with product owners to continuously refine based on analytics and customer input.

EARLIER EXPERIENCE

UX & Visual Designer

Wellspring Worldwide – Chicago IL / 2014-2015

Designed a new patent management platform including UI architecture and a style guide.

UX Lead

Epsilon/ConnectEDU – Indianapolis IN / Boston MA / 2011-2014

Reshaped an education technology platform by leading field research, developing user personas, and redesigning the end-to-end user experience.

UCD Team Lead

Interwoven/Autonomy HP Chicago IL – 2005-2011

Directed the visual and interaction design for enterprise educational tools and led user research initiatives to inform product development.

Qualitative Researcher,

InContext Design – Concord MA/ 2003

Conducted contextual inquiries and modeled design solutions based on research insights.

SKILLS & TOOLS

Interaction design, mobile UX, design systems, accessibility (WCAG), user research, usability testing, persona creation, heuristic evaluation, data analysis

Tools: Figma, Axure, Adobe CC, FullStory, LogRocket, Lucidchart, Miro, HTML5, CSS3

CAROLINE KEEM

CERTIFICATIONS & TRAINING

Interaction Design Foundation

AI for Designers, User Research Methods, Affordances & Intuitive Interfaces, Agile UX, Mobile UX, UX Management, Accessibility, Psychology of Interaction Design, Data-Driven Design

EDUCATION

MFA, Design with Emerging Technologies – School of the Art Institute of Chicago

BFA, Visual Arts – State University of New York College at Purchase

COMMUNITY & THOUGHT LEADERSHIP

UX Design Mentor (1871), Swim Coach (Team Dream), Volunteer (Vedgewater Garden), Writing: medium.com/@carolinekeem