# Stu McGibbon

PRODUCT DESIGNER

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## EXPERIENCE

### PicnicHealth
Jan 2020 — Present

Sr. Product Designer

***Leading Product Design for Patient Experience + Growth***

- I currently lead a team of 3 designers responsible for PicnicHealth's core patient experience, onboarding funnel, growth initiatives, landing pages, and mobile app.
- Led the end-to-end redesign of our onboarding funnel.

***Directed product & service design for b2b clinical research platform***

- Oversaw design + development of PicnicHealth's first b2b app - a clinical research & data analytics platform, currently used by 10+ Fortune 500 companies
- Designed core user flows + UI, conducted user testing with clinical researchers + data analysts, and led development of product documentation.

***Launched new patient surveys product, resulting in $10M+ in new business***

- I led the team responsible for building PicnicHealth's clinical survey platform.
- Set product roadmap, designed core user flows, interaction design, and UI across mobile and web. Led user research + testing through strict clinical validation process.
- Since launch, increased survey completion rate from 19% to 70%, and the survey platform has become our best selling offering, responsible for $10M+ in new ARR.

### Enkasa
Mar 2021 — Sep 2021

UX Designer (Freelance)

***Designed core platform UX from zero-to-one, leading to $3M Seed***

- As 1st design hire, I led Design at Enkasa during development of the platform MVP.
- Set high-level product vision & roadmap, designed core user flows and platform UI (mobile + web), developed the first design system, and led UX research.

### IDEO CoLab
Nov 2019 — Jan 2021

Design Fellow

***Collaborated with industry partners in a series of design sprints focused on corporate innovation & emerging technology.***

- Partnered with IDEO leadership to research, prototype & test solutions at the intersection of social systems and emerging technology (e.g. public health, ML)
- One of 25 Fellows selected from over 2500+ applicants.

### Zazzle
Jan 2019 — Aug 2019

UX Design Lead (MHCI Capstone)

***Designed, tested and launched product customization tool for eCommerce.***

- Lead UX Design for a 6-person team, designing new consumer-facing collaborative design tools for product customization in eCommerce.
- Set product vision and coordinated team's prototyping and design efforts for interfaces, artifacts, and client-facing materials.

## EDUCATION

### Carnegie Mellon University
Masters in Human-Computer Interaction (MHCI)
Aug 2018 - Aug 2019

### The Ohio State University
Cognitive Neuroscience (B.S.)

Design, Entrepreneurship & Innovation (Minor)
Mar 2021 — Sep 2021

## HONORS

### IDEO - Design Fellowship
IDEO CoLab
Nov 2019

### Stanford University GSB Future Leaders Program
Stanford Graduate School of Business
Jun 2017

## SKILLS

### Design
UX / UI Design
Design Leadership
Service Design
Design Sprints
UI & Wireframing
Interaction Design
Design Systems
Rapid Prototyping
Figma | Sketch | Adobe
HTML + CSS

### Research
UX Research
User Interviews
Usability Testing
Journey Mapping
Heuristic Evaluation
Survey Design
Affinity Mapping
Literature Review