Raymond Hollowell
Senior Product Designer

Visionary and strategic professional with a strong background in UX/UI design, UX/UI strategy, and web development. Adept at aligning UX with business goals, leveraging data-driven insights, and fostering cross-functional collaboration. Proven track record of streamlining user flows, increasing adoption rates, and improving engagement metrics. Passionate about UX/UI-led growth, customer-centric design, and new feature developments to drive revenue and scale.

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EXPERIENCE

DocMatter *Principal Product Designer*
OCT 2022 - JAN 2025

- Built company's first UX function, securing $1M+ contracts by transforming the platform into an enterprise-ready solution.
- Doubled platform traffic (6.4K → 13.7K visitors/month) and increased logins by 35% through user-centric redesigns.
- Cut onboarding time by 71% and uplifted front-end development by 75% via Bootstrap standardization and design system creation.

Seashine Financial *Senior UX, Product Designer*
JAN 2022 - OCT 2022

- Defined the company's first UX strategy and built a component library, cutting front-end development time by 30%.
- Drove user research and usability testing, enhancing UX/UI usability by 40% through agile methodologies.

SelectHealth *Senior Digital Experience Designer*
OCT 2016 - JAN 2022

- Transformed outdated website to modern, mobile-friendly platform, reducing implementation time by 33%.
- Led consumer portal redesign, increasing logins and user engagement with a new cost estimation tool.
- Launched first-ever email marketing campaign, saving over $697,500 annually.
- Created brand and style guide, decreasing UI inconsistencies by 70% and accelerating design-to-development handoff by 25%.

Starfall Education *Lead Website Designer & Developer*
OCT 2016 - JAN 2022

- Transformed outdated website to modern, mobile-friendly platform, reducing implementation time by 33%.
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SKILLS

Design & Strategy
UX/UI Strategy, Design & Optimization, Data-Driven Decisions, Digital Innovation, Web & Mobile Design, Design Systems.

Tools & Software
Figma, Adobe XD, Sketch, InVision, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma Jam

Front-End Development
HTML, CSS, SASS/SCSS, jQuery, React, Angular, Material UI, Bootstrap, Webpack, Gulp, Node.js, npm

CMS & Platforms
WordPress, Sitecore, Caravel, Squarespace, Webflow

User Research & Analytics
Google Analytics, Hotjar, Mixpanel, UserTesting.com

EDUCATION

University of Dundee
Bsc Interactive Media Design
May 2009

Glasgow Metropolitan College
HND Visual Communication
May 2005