

Randall Ziman

randall.ziman@gmail.com | (916) 207-3317 | linkedin.com/in/randallziman

SUMMARY

Senior UX Designer with 10+ years of experience, specializing in designing for complex, data-dense B2B and enterprise systems. Background includes acting as sole designer for launch, scaling and acquisition of a SaaS startup and design leadership on large-scale federal healthcare data systems. Skilled at translating high-level business and technical requirements into intuitive experiences, partnering closely with engineering and product, and shipping fast.

SKILLS

Design Strategy, Data-Driven Design, Design Systems, Prototyping (Figma), User Research, Usability Testing, AI-Assisted Workflows, Stakeholder Alignment, Cross-Functional Leadership, Accessibility (WCAG), Design Mentorship, Change Management

EXPERIENCE

A1M Solutions – Senior UX Designer

December 2024 – Present

Design team lead and individual contributor for operations and modernization contracts with the Centers for Medicare & Medicaid Services, designing complex, regulated, data-intensive systems used by federal, state, and private stakeholders.

Transformed Medicaid Statistical Information System (T-MSIS)

Provided Human-Centered Design (HCD) leadership on a large-scale federal program responsible for maintaining and modernizing Medicaid data collection.

- Led translation of executive priorities from CMS Directors, Business Owners, and SMEs into actionable HCD workstreams for 7 practitioners across 2 teams, delivering regular progress updates in stakeholder-friendly terms.
- Drove all design-owned OKRs to completion or beyond, including a 10% increase in CSAT for the program's primary product.
- Led design strategy for the program's first AI-powered feature, breaking down priorities into actionable work, shaping acceptance criteria, critiquing outputs, and advocating for the team's recommendations at the leadership level.
- Represented design on a cross-functional AI-adoption committee, using AI-assisted research methods to benchmark usage across a 100+ person program (67 survey responses) and translate findings into four leadership-ready interventions.
- Directed lean research across 29 states that shaped technical requirements and product strategy for a complex, multi-stakeholder federal data program.
- Identified gaps in program-level contingency plans and directed the design and adoption of reusable, self-service resources that ensure effective stakeholder communication during high-stakes incidents.

Medicare Transaction Facilitator Data Module (MTF DM)

Senior member of a multi-disciplinary team on contract to design, build, and launch a new national healthcare data platform.

- Designed the layout and interaction model for complex Medicare transaction reports, translating high-level, technical requirements into intuitive, data-dense dashboard views. Built entirely on Amazon QuickSight and existing data points, minimizing added development effort while summarizing millions of transactions for 65K+ pharmacies.
- Created an interactive Figma prototype to facilitate remote usability testing of information architecture and navigation patterns across 25+ interfaces for a Medicare web application, and collaborated with UX researchers to refine design approaches based on findings and user feedback.
- Developed and facilitated HCD training for Division Directors and Business Owners new to the field, introducing non-design leadership to human-centered design practice.

Humankind Technologies Inc – Senior Product Designer

April 2021 – November 2024

Sole designer for a B2B SaaS platform serving eCommerce brands, driving product design from launch through scale to a successful acquisition.

- Designed and evolved a universal recommendation builder as the company's only designer, growing the system from a single client to 15+ clients with varied product catalogs and eCommerce platforms (Shopify, Salesforce, etc.).

- Designed the UX for an internal WYSIWYG tool, streamlining new client launches and saving weeks of developer time annually.
- Developed a user engagement and feedback loop that identified pain points, validated design changes, and fostered a culture of user-informed decision-making.

FormAssembly – UX Designer & Product Insights Manager

May 2018 – November 2020

Early stage hire for a B2B SaaS form-building platform that offers secure, accessible experiences with support for complex back-end integrations.

- Created and led the Product Insights team, synthesizing quantitative and qualitative user research to identify usability challenges and inform product decisions.
- Proposed, designed, and documented technically complex features as one of two designers on a B2B SaaS product with 5K weekly active users, contributing to 55% growth (\$4M) over two years.
- Designed improvements to onboarding and site navigation, increasing onboarding task completion by 47% in usability testing.

STARZ Entertainment – UX Designer

February 2017 – February 2018

Core member of 6-person design team for streaming app with over 100K daily active users and \$80M in annual revenue.

- Designed interfaces, journeys, and interactions suitable for consistent implementation across 7+ major streaming platforms, including web, iOS, Android, Roku, and Xbox.
- Conducted competitive analyses and remote usability testing to design targeted improvements for iOS app with ~30K daily active users.

Zi-Tech Solutions – Independent UX Consultant

2016 – Present (concurrent with roles above)

Independent UX consultant delivering research, design, and prototyping services for select clients.

- Developed a tracking and analytics plan to measure user behavior and product impact for the launch of Sensical, a multi-platform streaming service for child-safe content.
- Designed and tested prototypes for a multi-million dollar military medical education initiative.

EDUCATION

University of Baltimore – MS, Interactive Design and Information Architecture

September 2015 – December 2017

University of California, Santa Barbara – BA, Political Science

September 2005 – June 2009