Victoria Stewart

Senior Product Designer

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7+ years of experience designing healthcare and benefits experiences across web and native mobile. Currently the **sole designer on Health Advocate's member portal**, serving 75,000 active monthly users. Focused on token-based design systems, privacy-first patterns for health data, and turning complex workflows into clear, trusted experiences.

WORK EXPERIENCE

FOXGROOVE Interactive

Consulting for Health Advocate (employer health benefits) · Philadelphia, PA — Oct 2020 – Present

Senior Product Designer (2022 – Present)

- **Leading end-to-end design** across three business lines, taking full ownership from discovery through developer handoff and partnering with leadership to set product priorities.
- **Designed privacy-first patterns** for protected health data across responsive web and mobile, establishing dependent-access permissions, minimum-necessary data visibility, and PHI-safe notifications in collaboration with engineering.
- **Led design of a secure asynchronous messaging platform** connecting members with Advocates, streamlining case intake and giving members visibility into case status; now foundational to the native mobile app.
- Designing Health Advocate's **first native mobile app** (iOS & Android), launching in 2027 to connect members directly with their Advocates. Extended the core design system to native with a token-based mobile library.
- **Introduced AI-powered prototyping tools** (Figma Make, Claude Code, Figma MCP) to transform complex benefits workflows into testable prototypes, accelerating design validation and reducing iteration cycles from days to hours.

Product Designer (2020 – 2022)

- Conducted competitive research, heuristic analysis, and usability testing to uncover pain points and inform experience improvements across two product launches, **driving a 14% increase in signup conversion.**
- Redesigned the vaccination appointment journey after identifying usability and accessibility barriers, **increasing signups by 23% and improving vaccine ordering accuracy.**
- Designed secure presentation of biometric screening results, turning sensitive health data into actionable insights for members.
- Established and scaled a foundational design system and product-specific extension, **delivering 350+ WCAG 2.1 AA-accessible components** that became the shared source of truth for design and engineering.

Korn Ferry

Contract · Philadelphia, PA — Sept 2019 – Oct 2020

Product Designer

- **Initiated and drove a shared UI component library** adopted across 10 enterprise products, aligning design and engineering on common components, usage standards, and accessibility guidelines.
- Collaborated with product owners and UX designers to produce high-fidelity interfaces and prototypes for 3 enterprise products: KF Architect, KF Insights, and KF Recruit.

Independence Blue Cross

Full-time Co-op through Drexel University · Philadelphia, PA — Apr – Sept 2018

User Experience Designer

- Led user research across interviews, card sorting, usability testing, and surveys to uncover pain points in the IBX member portal, informing the design of core features including Spending & Claims and the Home dashboard.

SKILLS

Product Design: Product strategy · Cross-functional leadership · Web & native mobile · Interaction design · AI-assisted prototyping
Design Systems: Token-based design systems · Design system architecture · Accessibility (WCAG 2.1 AA)
Research: Usability testing · User interviews · Heuristic evaluation
Healthcare & Privacy: PHI-safe design patterns · Privacy-first data design · Dependent-access & permission models · Employer benefits

TOOLS

Figma · Figma Make · Figma Motion · FigJam · Figma MCP · Claude Code · v0 · HTML/CSS

EDUCATION

Drexel University · B.S. Interactive Digital Media, Summa Cum Laude

HONORS

Webby Award (2020) · American Web Design Award (2018) · Rose Gold Muse Award (2018)