

Charlotte Cunningham

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Senior product designer who transforms complex challenges into intuitive digital experiences across health, fintech, and e-commerce. Proven expertise in using systems design and research driven development to drive measurable business outcomes.

WORK EXPERIENCE

Senior Product Designer @ Crafted

January 2021 - Present

Consulting across health, fintech, e-commerce, and SaaS

Strategic Product Design

- Led design strategy for MedGeo Ventures' B2B healthtech platform, delivering an MVP 2 months ahead of schedule through efficient remote collaboration
- Executed end-to-end redesigns of three key B2C ecommerce flows at Farmer's Fridge, improving usability and driving \$4 million in additional revenue
- Developed and delivered a unified cross-platform design experience for millions of daily users at Tribute Tech, increasing conversion rates by 10%

Design System Leadership

- Established and scaled a comprehensive design system for Tribute Tech's cross-platform experience, tripling the speed of all future design efforts
- Developed modular and scalable design patterns that reduced development time by 50% at Farmer's Fridge while ensuring WCAG 2.1 AA compliance

AI-Enhanced Design Initiatives

- Built a 0-1 insurance tech platform for CAGI utilizing AI iteration and development tools (Lovable)

Remote Team Leadership

- Established remote-first design practices and documentation standards that improved cross-functional collaboration at MedGeo Ventures, generating a new sales funnel that increased leads by 20%
- Mentored distributed design teams using structured remote collaboration frameworks (Miro, FigJam) that doubled design delivery speed at TributeTech

Research & Information Architecture

- Created scalable information architecture for MedGeo's backend management system that increased new user onboarding speed by 30%
- Conducted remote user interviews and rapid prototyping cycles that prevented 3 months of potentially wasted development time for OrthoFi

UI/UX Consultant

May 2019 - January 2021

- Operated as founding designer for four early-stage clients, managing end-to-end design execution that grew user bases from 0 to over 200
- Created investor-ready prototypes and pitch decks for three startups that helped secure up to \$25K in funding

SKILLS

Design Leadership

- Remote Design Team Management
- Cross-Functional Collaboration
- Design Mentorship & Knowledge Transfer

Design Process

- User-Centered Design Methodology
- User Research & Usability Testing
- Design Strategy & Prioritization
- Accessible Design (WCAG 2.1 AA)

Technical Skills

- Interaction & Visual Design (Web + Mobile)
- Responsive UI Patterns
- AI-Assisted Design Workflows

TOOLS & EXPERTISE

- **Design & Prototyping:** Figma, FigJam, Framer
- **Remote Collaboration:** Miro, Slack, Zoom
- **AI Design Tools:** ChatGPT, Claude, UX Pilot, Lovable
- **Product Analytics:** Pendo, Amplitude

CERTIFICATIONS

- Responsive Web Design (2024)
- Product Analytics (2024)
- Product Management Basics (2024)
- Accessible Design (2022)
- Mobile Design (2022)

EDUCATION

BFA in Industrial Design; *Psychology Minor*
University of Illinois at Urbana-Champaign