

Jenni Kim

Senior Product/UX Designer

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Senior product designer with 10+ years designing user-centered platform solutions for Practice Fusion, a HIPAA-regulated EHR platform handling protected health information (PHI) for 112K+ users, following an early career in visual and UI design for enterprise B2B software. Led the subscription purchase experience end to end, increasing signup completion by 360% and launching multi-year contracts and add-on purchasing as new revenue streams. Expertise in end-to-end product design, scalable design systems, and accessibility (WCAG). Partners closely with Engineering, PM, Research, Data Science, and Legal.

EXPERIENCE

Career Break - Parental Leave

Jan 2024 – Present

- Continued professional development through personal projects, leveraging generative AI tools for prototyping and design efficiency.

Senior Product Designer I Practice Fusion

Oct 2013 – Dec 2023 | San Francisco, CA

- Designed platform-level compliance and verification workflows for 112K+ healthcare professionals, creating simplified reporting interfaces and automated insurance verification while also maintaining strict HIPAA regulatory and data privacy standards.
- Redesigned end-to-end subscription workflow through iterative user research and usability testing, increasing completion rates from 15% to 69% (360% improvement).
- Transformed trial activation by identifying drop-off points and friction states, increasing completion from 35% to 62% (+77%) through iterative design, data analysis, and A/B experimentation, adding 1,200+ monthly active users.
- Built, scaled, and maintained foundational design systems and component libraries in Figma and Sketch, establishing design-engineering collaboration processes and reusable UI patterns that ensured consistency.
- Partnered cross-functionally with Research, Product, Front-end and Back-end Engineering, and Legal teams through strategic workshops and design reviews, translating complex regulatory requirements into intuitive features that influenced the product roadmap.
- Led two platform rebrands and design system updates, establishing scalable component frameworks and ensuring WCAG-compliant color contrast, accessible typography, and design standards across all product surfaces.
- Partnered with User Research team on research planning, synthesis, and insight generation, conducting user interviews and surveys across clinical and administrative workflows.
- Established design culture initiatives including structured design review processes for consistency and alignment, and socialized user-centered design principles across the organization.

Senior Visual Designer I Spigit Software

Oct 2011 – Sept 2013 | Pleasanton, CA

- Led UI customization and modular platform frameworks for Fortune 500 enterprise clients (MetLife, Citigroup, PwC), collaborating directly with partners to translate brand requirements into scalable B2B SaaS interfaces.

SKILLS

Design Expertise

- End-to-end product design, Regulatory Compliance UX, Scalable design systems, User research & testing, Interaction design, Responsive & grid-based design, Accessibility (WCAG & inclusive design), Prototyping, Information architecture, Front-end and Back-end collaboration, Edge-Case & Error-Recovery Design

Leadership & Strategy

- Cross-functional team leadership, Stakeholder management (Legal, Eng, PM), Design workshops, Product strategy influence, Agile/Scrum practices

Technical Tools

- Figma, Sketch, Generative AI design tools, Framer, Mixpanel, Adobe Suite, Productboard

EDUCATION

Rhode Island School of Design

BFA in Graphic Design