

Drew Binkley

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Senior Product Designer with 24+ years of experience in UX/UI design, product design, and design systems for SaaS platforms, mobile apps, and web applications. Expertise in user research, wireframing, prototyping, information architecture, and visual design. Proven ability to lead cross-functional teams and deliver high-quality user experiences that drive measurable business results.

Experience

HappyDoc / **Principle Designer** Denver, CO / March 2024 - Current

- Led all design efforts for the HappyDoc.ai platform, from UX/UI to visual systems, ensuring intuitive and accessible user experiences.
- Created and launched the company's new branding, establishing a cohesive and modern identity across all digital and marketing touchpoints.
- Collaborated cross-functionally with product managers, engineers, and stakeholders to deliver impactful features on time.
- Designed scalable component libraries and design systems to maintain consistency across web and mobile interfaces.
- Supported marketing initiatives with brand-aligned creative assets and strategy for campaigns and outreach efforts.

Brightvine / **Senior Product Designer** Atlanta, GA / May 2022 - March 2024

- Designed enterprise SaaS platform combining blockchain and DeFi technologies to provide access to the fixed-income market.
- Created responsive UI designs and interactive prototypes, accelerating MVP launch timelines.
- Improved user onboarding workflows and simplified complex financial processes to enhance user experience.
- Partnered with product and engineering teams to deliver solutions aligned with business and technical goals.

RxBenefits / **Lead UI/UX Designer** Birmingham, AL / February 2021 - May 2022

- Owned UI/UX design for multiple new SaaS products, including user research, wireframing, prototyping, and usability testing.
- Established and maintained component libraries and design systems to streamline design and development efforts across all products.
- Collaborated closely with product and engineering teams on documentation, requirements, planning, and feature prioritization.
- Assisted with hiring, onboarding, and managing designers to build and scale the design team.
- Designed intuitive workflows that improved adoption rates and overall user satisfaction.

Education

DesignLab UX Academy / Full-time UX Design Bootcamp, 480+ hours (2019)

Auburn University / Bachelor of Fine Arts, Visual Communication (2000)

Skills & Tools

Product Design, Mobile App Design, Wireframing, Prototyping, Branding/Guidelines, Information Architecture, Visual Design, User/Task Flows, UI/UX, User Research, Illustration / Figma, Sketch, Maze, Photoshop, Illustrator, InDesign