

Drew Binkley

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Senior Product Designer with 24+ years of experience in UX/UI, product design, and design systems for SaaS platforms, mobile apps, and web applications. Deep expertise in user research, prototyping, information architecture, and visual design. Proven ability to lead cross-functional teams and deliver high-quality experiences that drive measurable business results. Currently exploring Figma MCP and Claude Code to push the boundaries of design workflows - genuinely excited about AI as a creative collaborator, not just a productivity shortcut.

Experience

HappyDoc / Principle Designer Denver, CO (remote) / March 2024 - Present

- Led all design efforts for the HappyDoc.ai platform – an AI-powered assistant for veterinarians – from UX/UI to visual systems, ensuring intuitive and accessible user experiences.
- Created and launched the company's full brand identity, establishing a cohesive, modern presence across all digital and marketing touchpoints.
- Designed scalable component libraries and a design system built on Untitled UI, maintaining consistency across web and mobile interfaces.
- Collaborated cross-functionally with product managers, engineers, and stakeholders to ship impactful features on tight timelines.
- Supported marketing with brand-aligned creative assets and campaign strategy.
- Actively incorporating AI tools (Claude, ChatGPT) into design workflow for ideation, content drafting, and rapid iteration; currently learning Figma MCP and Claude Code to prototype and automate design tasks.

Brightvine / Senior Product Designer Atlanta, GA (remote) / May 2022 - March 2024

- Designed an enterprise SaaS platform combining blockchain and DeFi technologies to provide access to the fixed-income market.
- Created responsive UI designs and interactive prototypes in Figma, accelerating MVP launch timelines.
- Improved user onboarding workflows and simplified complex financial processes to enhance clarity and trust.
- Partnered closely with product and engineering 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 end-to-end: user research, wireframing, prototyping, and usability testing.
- Established the company's first design system and component library from scratch, streamlining design-to-development handoff across all products.
- Collaborated with product and engineering on documentation, requirements, 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.

Skills & Tools

Design: Product Design, UX/UI, Design Systems, User Research, Wireframing, Prototyping, Information Architecture, Visual Design, Branding, Accessibility

Tools: Figma, FigJam, Maze, Sketch, Photoshop, Illustrator, InDesign, Webflow

AI & Emerging: Claude, ChatGPT – used actively for ideation, content drafting, and accessibility checks; currently learning Figma MCP (Model Context Protocol) and Claude Code for AI-powered design workflows and rapid prototyping

Education

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

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