

Sean Graham

Massillon, OH | www.seangraham.me

About

Product Designer with 7+ years of experience designing human-centered enterprise tools in various B2B applications. I emphasize the adoption of design systems, user research, and stakeholder collaboration in development processes to exceed business goals and maximize user satisfaction. I thrive in environments where design and UX have a seat at the table.

Experience

UX/UI Designer, Foundation Software; Strongsville Ohio – April 2023 - Present

- Transformed UX team design processes and established UX best practices within the web development department, incorporating UX resources earlier and delivering higher quality solutions while increasing organizational trust in the UX team
- Owned end-to-end design for business critical migration initiative, delivering timesheet functionality, achieving projected 100% increase in conversion rates for Foundation users through condensed UI (8 vs 5 employee rows on standard monitors)
- Led complete product redesign for the SafetyHQ platform migration from WordPress to Vue3, streamlining form workflows and reducing clicks by 15-20% while maintaining 93% customer retention during migration
- Led user research initiatives and collaborated with stakeholders to identify critical workflow gaps, directly informing a targeted mobile-first product strategy for field workers
- Architected and implemented design system across 3+ products in the HQ Suite family of products, standardizing component libraries, navigation patterns, data visualizations, and interaction patterns
- Partnered with engineering, product, and business analyst teams on low & high level requirements and technical feasibility assessments, from concept to production

Lead Web Designer, ProVia; Strasburg Ohio – May 2021 - April 2023

- Led creation of Design Center web application for B2C market strategy, enabling homeowner product visualization and configuration
- Conducted user research with HotJar analytics and customer service insights to identify homeowner decision-making patterns
- Designed comprehensive product discovery experience with 3D configurators, vision boards, and portfolio management features
- Developed scalable design system with custom HTML/CSS, balancing premium brand positioning with accessibility
- Collaborated with IT team to redesign dealer tools for homeowner accessibility while maintaining contractor relationships

Production and Design, FastSigns; North Canton – March 2020 - May 2021

- After obtaining my green card, I worked with local business owners to design and install signage

Product Design Consultant; Remote – February 2018 - March 2020

- Designed 0-to-1 competitive legal literacy platform for Canadian legal professionals, validating gamification approach through campus user interviews
- Created brands, product interfaces, and Webflow websites for various clients across multiple industries
- Conducted guerrilla user testing and stakeholder interviews to inform design decisions and validate product-market fit

UX/UI and Graphic Designer, Fio Corporation; Toronto Ontario – April 2017 - February 2018

- Designed healthcare application interfaces for field operations, optimizing usability in high-pressure environments
- Conducted user research and iterative testing to align stakeholder goals with user needs
- Redesigned Fio's corporate website to strengthen brand presence in the healthcare industry

Skills

Design Systems
Figma
Design Leadership
User Flows
User Research

A/B Testing
Usability Testing
Rapid Prototyping
Information Architecture
Wireframing

Creative Problem-Solving
Agile Methodology

Education

George Brown College, Toronto Ontario – Bachelor's Degree in Graphic Design – (2013-2017)

Certifications

Conducting Usability Testing

Interaction Design Foundation (IxDF)

Design and run user tests to evaluate products and interfaces. Set clear test goals, build plans using best practices, and avoid common mistakes. Deliver actionable insights to stakeholders through detailed reports on usability test observations.

Gestalt Psychology and Web Design

Interaction Design Foundation (IxDF)

Design intuitive interfaces by focusing on user needs and psychology. Apply Gestalt principles like Similarity and Pragnanz. Balance physical and digital controls to ensure designs are clear, functional, and user-friendly.