

# Louis Barry

## Senior Product Designer

 Based in San Francisco, CA

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### POSITIONING

Senior Product Designer with 6+ years of experience leading end-to-end product design for accessible digital products across healthcare, consumer, and zero-to-one startup environments. Proven at translating complex requirements into scalable, high-impact solutions through product strategy, UX/UI design, accessibility (WCAG), and close collaboration with product and engineering partners.

### AWARDS

- Bronze Lion** — Cannes Lions

2023

Digital campaign using interactive experiences to drive pet adoption awareness through the Fresh Step brand.
- Gold Award** — Healthcare Marketing Impact Awards

2022

Digital healthcare campaign translating complex systemic mastocytosis information into accessible, patient-focused experiences.

### EXPERIENCE

- Omnicon (Formerly FCB Chicago) — Senior Product / UI Designer**

October 2021 – November 2025

Chicago, IL

  - Led end-to-end product design and UX/UI for large-scale healthcare platforms and digital ecosystems (500+ pages), improving user retention by 30% while meeting ADA, WCAG, and regulatory compliance standards.
  - Designed and shipped a mobile healthcare application for individuals with Ulcerative Colitis, generating 2,000+ downloads and becoming Pfizer’s second-most-downloaded application.
  - Partnered with product managers, engineers, strategists, and client stakeholders across 8+ cross-functional teams to define requirements and scope solutions, enabling on-time delivery across 5 concurrent initiatives and reducing delivery risk by over 50%.
  - Served as design lead across 11 initiatives, guiding design direction, facilitating critiques, and mentoring 8+ designers, resulting in faster onboarding, higher team confidence, and stronger cross-team alignment.
  - Presented design strategy and experience recommendations to major health and wellness brands including Pfizer, AbbVie, Sanofi, Johnson & Johnson, and HOKA, influencing product roadmaps for 9 high-visibility programs impacting thousands of active users across healthcare and consumer platforms.
- LBDesigns — Senior Product Designer & Front-End Developer (Freelance)**

October 2020 — June 2022

Denver, CO

  - Led zero-to-one product design engagements for early-stage startups, defining MVP scope, user flows, and information architecture aligned with business, technical, and cost constraints.
  - Designed and developed responsive web and e-commerce experiences using Webflow, Wix Studio, HTML, CSS, and JavaScript, increasing lead generation by 20% and monthly sales by 15%.
  - Collaborated directly with founders to balance usability, scalability, and speed to market, demonstrating strong product judgment and customer empathy in early-stage environments.
  - Launched a national virtual archery tournament platform, attracting 150+ retail locations and generating \$200K in revenue within 12 months.
- Let’s Hang — Co-Founder & Product Designer**

October 2016 — September 2020

Denver, CO

  - Co-founded a social event platform for college students, defining product vision, value proposition, and early roadmap from concept through MVP.
  - Led product design across iOS and Android experiences, shaping core flows for onboarding, and discovery.
  - Conducted early validation through user interviews, using insights to inform iteration and prioritization.
  - Collaborated closely with a small engineering team to translate design into buildable solutions while balancing scope, timelines, and technical constraints.

### EDUCATION

- Bachelor of Arts — Emergent Digital Practices w/ Dual Minors in Mechanical Engineering, Marketing**

2016 — 2020

University of Denver

### SKILLS

- Product & UX** — Product Design, Product Strategy, UX/UI Design, Interaction Design, Accessibility (WCAG 2.1), Design Systems, User Research, Usability Testing, Information Architecture, User Flows, Wireframing, Rapid Prototyping
- Tools & Technology** — Figma, FigJam, Webflow, Framer, HTML, CSS, JavaScript
- Collaboration & Leadership** — Cross-Functional Collaboration, Stakeholder Communication, Mentorship, Agile/SCRUM Environments, Ownership Mentality