RUSSELL HITE

Head of Design Services | Senior UX Leader | Design Strategy & Consultant

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PROFESSIONAL SUMMARY

Accomplished design leader with 18+ years of experience driving user-centered design strategy and leading cross-functional teams in B2B, SaaS, and enterprise environments. Proven track record of scaling design operations, implementing design systems, and delivering measurable business impact through strategic UX initiatives. Expert in design thinking methodologies, team leadership, and stakeholder management across healthcare, financial services, and manufacturing industries.

CORE COMPETENCIES

Leadership & Strategy: Team Leadership & Management • Design Operations • Strategic Goal Alignment • Budget Management • Professional Development • Mentorship & Coaching • Vision Implementation

UX & Design: User Experience Strategy • Design System Development • Information Architecture • User Research & Insights • Journey Mapping • Interaction Design • Service Design • UX Optimization

Business & Collaboration: Cross-Functional Collaboration • Client & Stakeholder Management • Product Management • Digital Transformation • Process Optimization • Business Acumen

Technical & Research: Data-Driven Decision Making • Usability Testing • AI-Driven Tool Management • Native App Design HTML/CSS • User Engagement Optimization

PROFESSIONAL EXPERIENCE

Founder of Hite Labs | Hite Labs | June 2025 - Present

I partner with companies and design business processes that work with how people naturally think and work, not against them

Head of Design Services | Mendix | Feb 2022 - May 2025

Full-time • 3 years 4 months
- Scaled team from 2 to 6 direct reports, enabling expanded customer capacity and serving Fortune 500 clients Mendix adoption journey
- Coordinated with sales teams to establish standardized scoping and pricing models that simplified the process for customers to include design and front-end services to their project engagements
- Created new service offerings, including:

  Design Ahead Service providing 1-week design increments for prototyping, user research, and usability testing integrated into customer project timelines

  Design System Build/Enablement leveraged the scalable and reusable proprietary design system module used to create a new or extend existing design system to the Mendix platform

  Accessibility Services helped refactor existing or developed new customers applications to meet WCAG Standards

Senior User Experience Designer | Mendix | Jan 2019 - Feb 2022

Boston, Massachusetts • 3 years 2 months
- Expanded team by hiring and managing 2 additional UX designers while continuing hands-on

customer project work

o Collaborated with Product team to streamline design implementation processes and improve usability for customers implementing design solutions

o Enhanced thought leadership through increased speaking engagements, including presenting at the 2019 Mendix World Conference on achieving expert-level UX and scaling through Design Systems

UX Designer | Mendix | Jan 2016 - Jan 2019

Boston • 3 years 1 months

o Joined the Expert Services Americas as the sole UX designer. Refactored the project kick off process to include stakeholder/user interviews, user journey mapping, and prototyping with either Sketch, Adobe XD or Figma (depending on the customer). Participated in agile development processes as the front-end developer for all customers.

o Standardized the front-end work required to developed customer's desktop, responsive or native applications and how to implement them using Mendix front-end and CSS/Sass tooling

o Developed and delivered workshops and webinars to educate presales teams, expert services staff, delivery partners and customers on UX and front-end best practices

UI/UX Front End Developer | Apr 2015 - Jan 2016

Boston • 10 months

o Collaborated with presales solution architects across Americas and EMEA regions to create compelling customer demos that showcased Mendix's full potential with custom branding

o Leveraged Mendix UI framework along with HTML, CSS, and Sass expertise to develop striking demonstration applications that helped close deals with prospective customers worldwide

o Created educational content through webinars and workshops to train developers on UI/UX best practices and implementation techniques

Interactive Art Director | MGH | 2012 - 2015

Baltimore, MD • 10 months

o Designed and developed integrated marketing campaigns including web, email, and digital assets

o Managed client relationships for national accounts including MASN and Miss Utility

o Led creative direction for multi-channel campaigns ensuring brand consistency and user engagement

o Collaborated with development teams to deliver interactive experiences and rich media applications

EDUCATION & CREDENTIALS

Bachelor of Fine Arts, Graphic Design

Maryland Institute College of Art (MICA), Baltimore, MD | Class of 2007

International Baccalaureate Diploma

International School of Amsterdam, The Netherlands