Vullnet Shehu
Principal Product Designer

"Strategic product design leader with 15+ years of experience driving enterprise-scale digital transformation across healthcare, pharmaceutical, and consumer platforms. Proven track record of building scalable design systems, and translating complex business and user needs into intuitive, revenue-driving experiences."

Experience

WebMD | New York, NY Jan 2020 – Present

Assoc. Director of Product Design (UI/UX) (Mar 2022 – Present)
Leading the design user experience and visual execution for the WebMD ecosystem that serves 600M+ annual users.

Core Responsibilities:
Leading design team across WebMD, Embody, and directory platforms, driving cross-functional alignment with Engineering, Product, Marketing, and Research to deliver scalable, user-centered experiences.

Product Strategy:
Partner with executive stakeholders to shape product roadmaps and validate future-facing experiences through high-fidelity prototyping and strategic concept development.

Creative Direction:
Define and scale the visual ecosystem beyond UI, directing photography, illustration, and brand systems to maintain cohesive storytelling across digital platforms.

Commercial Enablement:
Collaborate with Product Marketing to develop monetization-ready experiences and sales enablement assets that support client acquisition and sponsorship growth.

Business Impact

WebMD.com: Part of $900M+ in sponsorship revenue in the past 6 years and serving 600M+ annual users.

Age of AI: Re-architecting the legacy Symptom Checker flow, creating and strategizing new web experiences to mitigate SEO volatility and address AI-driven traffic shifts.

YouEmbody.com: Secured $2M+ in pre-launch sponsorship revenue for the Embody initiative by designing a high-value product ecosystem and directing the creation of all assets from concept to finish.

Design System Scale: Architected and launched the **WebMD Design System, reducing design debt by 90%** and accelerating the release of 30+ packaged commercial products across the enterprise. Built a new brand Embody with complete new assets and design system.

Lead Digital Product Designer (Jan 2020 – Mar 2022)

UX Modernization:
Led the end-to-end redesign of high-traffic tools (BMI Calculator, Ovulation Tracker), transforming legacy forms into visual, interactive experiences that increased user engagement.

System Implementation:
Migrated the design team from fragmented workflows to a unified Figma environment, establishing the foundational component library used across all consumer-facing products.

Cross-Functional Collaboration:
Partnered with engineering and product leadership to define the roadmap for the "One WebMD" initiative, ensuring visual consistency across the core site and mobile applications.

Experience

Concentric Health Experience | New York, NY UI/UX Designer (Oct 2019 – Jan 2020)

Executed rapid UI/UX deliverables for Pharma clients, bridging the gap between conceptual strategy and final visual implementation in a high-velocity agency environment.

McCann Health | New Jersey (Aug 2014 – Nov 2019)

A rapid trajectory of promotion from Senior Designer to Lead Interactive Designer, overseeing digital transformation for major pharmaceutical brands.

Lead Interactive Designer (Jan 2018 – Nov 2019)

I directed the digital design strategy for key agency accounts, transitioning from static creative to interactive prototyping and responsive products. I set up design QA frameworks to ensure 100% visual fidelity in digital deliverables. I also worked with Art Directors and UX Leads to refresh the agency's digital toolkit, introducing new prototyping workflows that improved client presentations.

User Interface Designer (Feb 2017 - Jan 2018)

My expertise in the digital domain set me apart, leading to my promotion as a User Interface Designer at the agency. I was responsible for designing user interfaces based on UX wireframes and research.

Team Leader & Sr. Designer (Aug 2014 – Feb 2017)

Led a team of Senior Designers, managing resources, project timelines, and budget efficiency for two key brand accounts. Acted as the main contact between the creative team and account management for omnichannel campaigns across Print and Web.

SKILLS & TOOLS

Leadership

Design Mentor, Product Strategy, Design Systems (Atomic Design), Creative Direction, User Research, SEO and LLM Strategy, Stakeholder Management, Agile/Scrum.

Tools

Figma, Webflow, HTML/CSS, JS, Vibe Coding, Adobe Creative Suite, Gemini, GPT and Claude.

Business

Commercial Strategy, Client Pitching, Revenue Growth, Marketing Strategy.

Independent Design Consultant & Founder | Started 2010

- End-to-End Product Delivery: Partnered with early-stage businesses to launch complete digital brands, managing the full lifecycle from logo design and wireframing to high-fidelity development in Webflow and WordPress.

- Client Growth Strategy: Developed and executed digital marketing strategies (SEO, Social, PPC) for SMB clients, directly linking design outputs to measurable lead generation and revenue growth.

- Stakeholder Management: Operated as the sole design lead for client accounts, translating complex business requirements into clean, functional user interfaces and marketing collateral.

Republika Marketing | Kosovo | Graphic Designer (Jan 2008 – Aug 2010)