

Buxton Shippy

Senior Product Designer

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Senior Product Designer with 7+ years of experience building scalable health and wellbeing platforms. Focused on interaction design, accessibility, and long-term user engagement.

Work Experience

Personify Health

Senior UX Designer 2018-2026

- Redesigned two major platform areas to be fully responsive and accessible across web and mobile, strengthening long-term client retention.
- Led redesign of Personal Challenges (steps and habit-based experiences), improving engagement and behavior tracking through iterative prototyping and testing.
- Owned rewards-related features and systems, aligning business incentives with user motivation across a large-scale health platform.

FableVision Studios

UX Designer (Freelance), Apr. 2018 - Oct. 2018

- Designed user flows and wireframes for an educational desktop game.
- Synthesized research findings and translated insights into actionable UX recommendations.
- Presented concepts and interactive learning experiences for middle school and high school students.

Education

Career Foundry - Certificate in User Interface Design, 2018

University of Massachusetts Lowell - BFA, Graphic Design, 2009

Skills and Tools

Interaction Design · Prototyping · Design Systems · Accessibility (WCAG) · User Research · Behavioral UX · Product Strategy · Cross-functional Collaboration · Figma · Miro · Jira · Adobe Creative Suite