

BUXTON SHIPPY

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SUMMARY

Product Designer with seven years of experience pairing research-driven thinking with a strong craft foundation. I specialize in interaction design, engagement systems, and the details that make complex digital products feel intuitive and worth coming back to. Comfortable owning work end to end, from discovery through final handoff, and integrating AI tools into how I research, prototype, and ship.

EXPERIENCE

Personify Health (formerly Virgin Pulse) — Providence, RI

Senior UX Designer Aug 2023 – Feb 2026

- Led design on a gamified habit-building experience that reached an 80% challenge completion rate, becoming a standout engagement feature on the platform
- Owned the redesign of the personal challenges experience end to end, modernizing it into a responsive, accessible system that gave clients confidence to build their own programs
- Mentored designers and facilitated design critiques, raising the craft bar across the team

UX Designer II Nov 2021 – Aug 2023

- Transitioned from rewards into challenges, leading interaction design for destination and holistic challenge experiences
- Designed health data visualizations and progress tracking that helped members understand and act on their wellbeing metrics across web and mobile
- Partnered closely with PMs and engineers to move from concept through tested, shipped features

UX Designer Oct 2018 – Nov 2021

- Designed member-facing and internal Gen-Admin experiences for the platform's rewards system
- Contributed to partner integration work across both member and admin-facing surfaces
- Worked within a token-based design system using Figma variables to maintain consistency at scale

FableVision Studios — Boston, MA

UX Designer (Freelance) Apr 2018 – Oct 2018

- Designed user flows and wireframes for educational games across desktop and tablet devices, translating research insights into design recommendations
- Presented interactive learning concepts to stakeholders

EDUCATION

CareerFoundry — Certificate in UI Design, 2018

University of Massachusetts Lowell — BFA, Graphic Design, 2009

SKILLS & TOOLS

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