

LANCE ESSNER

PRODUCT DESIGN | UX & UI DESIGN

Portfolio: lanceessner.com

XALT

2022- Current

Senior Product Designer

Conducted user research, created wireframes and prototypes, and collaborated with development teams to create intuitive and engaging user experiences for SmartTV, iOS, Android, Web Apps, and tablets.

Managed design projects from conception to launch, including leading design sprints, facilitating user testing, and overseeing design iterations to meet broadcast standards.

Mentored junior designers and provided feedback to help them grow and improve their skills.

Worked closely with product managers, engineers, and stakeholders to align product vision with business goals and user needs.

BI

2019 - 2024

Lead Product & UX/UI Designer

Collaborated with the product team to create a consistent experience across all of BI products including, mobile apps, web apps, internal tools, and a range of monitoring hardware devices.

Conducted weekly focus groups to gather feedback on proposed designs.

Designed wireframes, prototypes and mockups of varying fidelity for mobile, desktop Watch OS, and custom operating systems.

Established a component library combining third-party services like AG Grid, Material Components, Xamarin Forms, PrimeNG and more to create a consistent brand across all of BI's applications.

Worked in an agile monthly release cycle by reviewing development and writing up development instructions.

AUGUST

2021- 2023

Senior Product Designer

Worked with the August Team in an Agile process to build a responsive patient portal web app for parents and nursing staff to more effectively communicate about student health.

Conducted heuristic evaluations to optimize the nursing dashboard data visualization.

Optimized nursing workflows to reduce friction and allow for quicker intakes of student patients.

Coordinated with the Product Team to prioritize issue and design solutions to rapidly scale and improve the various products.

Utilized the ANT Design System to easily contextualize data visualization for student population health information in the form of dashboards and reports.

CONTACT

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Denver, CO

SOFTWARE SKILLS

Chat GPT
Gemini
Midjourney
Illustrator
Mac and PC os
Photoshop
Figma
PowerPoint
Rally / Jira
Claude Code
Nano Banana

UX SKILLS

AB Testing
Journey Maps
Task-Based Testing
User Interviews
User Personas
User Research

UI SKILLS

Interaction Design
Mobile Design
Prototyping
Web/Dashboard Design
Wireframing

OTHER SKILLS

HIPAA Compliance
Human Interface Guidelines
Internationalization
Project Management
Public Speaking
Google Material Design
MLAStyle Guides
W3C Accessibility
Wear OS
Wearables

LOADED MONEY

2021

Product Design Consultant

Built a responsive web app to bridge the gap between retail investors and financial advisors and coaches.

Designed the marketing site from concept to implementation including assets and wireframes from low fidelity to high fidelity.

Worked with stakeholders, CEO, CTO and developers through a series of iterations for the desktop app and marketing site.

EPIC SYSTEMS

2016 - 2018

UX/UI and Visual Designer

Collaborated with a team of 24 designers to design over 30 healthcare applications for desktop and mobile including MyChart, Cupid, and Optime.

Conducted user research such as AB tests, journey maps, user interviews, and task based usability tests and improved company-wide user experience.

Created wireframes, prototypes and mockups of varying fidelity while routinely participating in all aspects of the design process.

Conceptualized and created original responsive artwork for all Epic applications.

Worked in an agile software release cycle and released yearly and quarterly software updates for over 10 healthcare and revenue applications.

Met with physicians, developers, and customer-facing roles to conduct usability studies and optimized workflows to increase end user satisfaction.

EDUCATION

2011 - 2015

Bachelor of Fine Art in Graphic Design

University of Missouri (Mizzou)