



## ABOUT

Senior Design Leader, follower of Christ, Husband, Father of five, and dedicated to the mission of helping families achieve Financial Peace. I combine a passion for debt-free living with a proven track record of making products that delight users and achieve company goals.

## EDUCATION

Kutztown University of Pennsylvania | Kutztown, PA  
B.F.A. Communication Design | May 2017  
Dean's List | Kutztown University, Kutztown, PA • 2015-2017  
Concentration in Interactive Design and Advertising Design

## HARD SKILLS

- UX Design:** 9 years of experience
- Design Systems:** 6 years of experience
- Figma:** 3.5 years of experience
- AI tools:** 3 years of experience
- Maze.com & Usertesting.com:** 2.5 years of experience
- Mobile-first design for iOS and Android:** 3 years of experience
- Adobe Creative Suite:** 14 years of experience
- Wire-framing:** 7.5 years of experience
- Prototyping:** 7.5 years of experience
- HTML, CSS, and JavaScript:** 10 years of experience

## SOFT SKILLS

- Cross-functional leader
- Aligning business goals with user needs.
- Expert communicator & high-level presentation and storytelling.
- Experienced in design leadership & strategy.
- Logical problem-solving and process improvement.
- Thriving in fast-paced environments.
- Responsive design, SEO, and accessibility.
- Data-driven and usability-tested decisions.
- Accountable for measurable business impact.
- Mastery of high-fidelity UI/UX.
- Enthusiastic learner and process improver.

# Philip Gemmell

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## EXPERIENCE

### Senior UX Product Designer

July 2023-Now

*Undisclosed | Malvern, PA*

- Helped deliver an AI-powered redesign of internal tools for **7,500+** advisors and phone crew, **saving a projected 45+ minutes per user/day (~\$50M annualized)** with greater ROI expected at scale.
- Modernized legacy workflows through AI dashboards, chatbots, and applications, increasing operational efficiency.
- Owned the end-to-end product lifecycle — discovery, usability research, design, funding, stakeholder alignment, requirements, delivery, testing, and adoption with engineers & PMs.
- Additionally, led UX strategy & design for the advisor offering pages, **increasing CTR by 50%** through optimization.

### CCO & Lead Product Designer

November 2022-2023

*Here & Now | Philadelphia, PA*

As a Lead Product Designer, I drove end-to-end UX/UI, design systems, branding, marketing strategy, and funding materials—from concept to execution. A hands-on manager, I integrate AI tools to boost both productivity and creative output, consistently delivering exceptional user experiences and developing my team members.

### UX & Marketing Associate Creative Director

2019-2023

*Health Union | Philadelphia, PA*

At Health Union, I managed the UX and marketing team, and created design systems, branding, campaigns, and sales materials while collaborating with major pharma brands on advertising.

### UX Senior Art Director

2018-2019

*Health Union | Philadelphia, PA*

In addition to my other responsibilities at Health Union, I helped oversee the company's SEO efforts and created and maintained design systems and handbooks to support the team.

### UX Art Director

2017-2018

*Health Union | Philadelphia, PA*

During my time as Art Director at Health Union, I oversaw and managed UX/UI, illustration, and infographic design across three thriving online health communities.