



Philip Gemmell

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philgemmelldesign.com

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:** 6.5 years of experience
- **Figma:** 2.5 years of experience
- **Sketch:** 6.5 years of experience
- **Adobe Creative Suite:** 13 years of experience
- **Wire-framing:** 6 years of experience
- **Prototyping:** 4 years of experience
- **HTML, CSS, and JavaScript:** 9 years of experience
- **AI tools:** 1 year of experience
- **Blender 3D:** 3 years of experience
- **Affinity Designer:** 2 years of experience
- **Traditional and digital illustration:** 13 years of experience
- **Miro:** 2 years of experience

SOFT SKILLS

- Strong Design Fundamentals
- Collaborative cross-divisional team player
- Wonderful communication and presentation skills
- Problem-Solving: Applying design thinking principles
- Adaptable: Thriving in fast-paced environments
- Design systems and a strong eye for consistency
- Responsive design, SEO, accessibility, and web experience
- Data-driven and evidence-based mindset
- Accountable and results-oriented
- Visual and interaction design
- User research and testing
- Strategic thinking and process improvement
- Enthusiastic learner

EXPERIENCE

Senior User Experience Product Designer July 2023-Now
Location Confidential

I enhance pages & applications for both public and internal platforms, contributing to research, wireframing, prototyping, and user testing. I collaborate with product leaders and dev teams to ensure compliance with accessibility, SEO, and responsive design, driving significant and measurable performance improvements and KPI support.

CCO & Lead Product Designer November 2022-2024
Here & Now | Philadelphia, PA

As the lead product designer, I created the UX/UI, design systems, brand identity, and marketing strategies. My goal is to craft an exceptional user experience that delights users. I am a hands-on creative leader who is excited to get his hands dirty. I have also incorporated the use of AI tools to increase productivity, efficiency, and creativity.

UX & Marketing Associate Creative Director 2019-2023
Health Union | Philadelphia, PA

At Health Union, I led UX & Marketing, creating design systems, UX/UI, branding, marketing campaigns, conference materials, sales decks, social media, and sponsored campaigns. I collaborated with major pharma brands on ad campaigns.

UX Senior Art Director 2018-2019
Health Union | Philadelphia, PA

Along with my other responsibilities at Health Union, I helped oversee the SEO of the company, as well as created and maintained the design systems and handbooks for the team.

UX Art Director 2017-2018
Health Union | Philadelphia, PA

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