



Philip Gemmell

📞 610-3223309 ✉️ designs.gemmell@gmail.com
🌐 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

- **Mobile-first design for iOS and Android:** 3 years of experience
- **UX Design:** 8.5 years of experience
- **Figma:** 3.5 years of experience
- **Sketch:** 7.5 years of experience
- **Maze.com:** 2.5 years of experience
- **Useresting.com:** 2.5 years of experience
- **Adobe Creative Suite:** 14 years of experience
- **Wire-framing:** 7.5 years of experience
- **Prototyping:** 5 years of experience
- **HTML, CSS, and JavaScript:** 10 years of experience
- **AI tools:** 2.5 year of experience
- **Miro:** 2 year of experience

SOFT SKILLS

- Experience working in Fintech
- Collaborative cross-divisional team player
- Experience leaders and manager
- 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 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**
Vanguard | Malvern, PA

At Vanguard, I spearheaded product design for the internal crew experience, optimizing workflows and enhancing efficiency for over **7,500 phone crew and financial advisors**. This involved leading the design of AI-driven dashboards, AI-built applications, and intelligent chatbots. Additionally, my leadership in UX strategy and design for Vanguard's advice offering pages directly contributed to a **50% increase in click-through rates** for their Personal & Digital Advisor offerings.

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

As lead product designer, I created UX/UI, design systems, branding, marketing strategies, and funding materials to deliver exceptional user experiences. A hands-on leader, I also integrate AI tools to enhance productivity and creativity.

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

At Health Union, I led UX and marketing, creating 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.