

Devon Burroughs

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Profile

I am an accomplished UX/UI Product Design Professional with a wealth of knowledge in (B2B, DTC, and SaaS) User Experience Design, User Research, and Visual Design. Over the course of my career, I have partnered with a diverse group of organizations ranging from budding startups to established corporations, affording me a distinctive outlook and the aptitude to apply agile, collaborative startup development practices within larger enterprises. I boast a demonstrable history of harmonizing cooperative efforts and optimizing communication within multidisciplinary, cross-functional teams, resulting in the punctual and streamlined delivery of projects.

Work Experience

07/2023 — 11/2023 DUBLIN, OH (REMOTE), USA

Senior PX Designer - CMR Product Outcomes

(TDS Clinical changed its name to Outcomes)

- Conducted comprehensive analysis, user research, and testing procedures for the redevelopment (2.0) of the CMR workflow.
- Collaborated with cross-functional teams to gather user insights and align project objectives with user requirements.
- Identified vital pain points and proposed innovative solutions to optimize the CMR workflow.

01/2023 — 07/2023 DUBLIN, OH (REMOTE), USA

Senior PX Designer, Outcomes @ Fuse Cardinal Health

(Outcomes was acquired by TDS Clinical in July 2023)

Outcomes is one of the largest software suites pharmacists use to provide medication therapy management clinical care in the US.

- Spearheaded the maintenance and development of the Outcomes Design System.
- Oversaw the maintenance of Pendo guides for CMR and managed design assets/analytics for the design team.
- Assumed responsibility for end-to-end design of Outcomes CMR software.
- Collaborated with internal and external stakeholders (Walmart, CVS, Kroger, and retail independent pharmacies) to revamp the Quick Pick Map functionality within the Actions Items step of CMR.
- Launched a new version of the Patient Takeaway step of CMR, streamlining user input and

Work Experience

introducing new options for interacting with the PDF viewer to assess the completeness of the overall CMR.

03/2021 — 11/2022 CINCINNATI, OH (HYBRID), USA

Senior Product Designer Luma Financial Technologies

Luma delivers a fully customizable, independent buy-side technology solution to effortlessly discover, research, purchase, and manage alternative investments with unparalleled efficiency.

- Interviewed and onboarded two additional UX Designers to the design team.
- Spearheaded the design and development of a Sketch/Zeplin/Storybook-based design system.
- Collaborated with our internal European sales team and external stakeholders (Morgan Stanley & Goldman Sachs) on the 2.0 redesign, testing, and launch of our custom product builder (Creation Hub) suite.
- Completed the 2.0 redesign of our product lifecycle suite (Lifecycle Manager).
- Conducted extensive research, tested, designed, and launched the Luma Annuities Compare feature.
- Maintained Pendo guides relevant to my software suites (Lifecycle Manager, & Creation Hub).

09/2017 — 03/2020

NEW YORK CITY, NY (REMOTE), USA

UX / UI Designer Hammerhead

(SRAM acquired Hammerhead in January 2022)

Hammerhead produces the Karoo, the most advanced cycling computer on the market.

- Led the V.1 UX/UI redesign of the Mobile Responsive Karoo Dashboard for Hammerhead, resulting in an enhanced user experience and improved functionality.
- Spearheaded the V.2 UX/UI reskinning of the entire Android-based Hammerhead Karoo, optimizing the visual design and user interface for more intuitive navigation.
- Undertook the responsibility for the V.3 redesign of the Shopify-based Hammerhead website, achieving a modern, converting, and visually appealing online presence.
- Recruited and onboarded three designers and one product manager to the product team, enhancing the team's overall capabilities and expertise.
- Recommend and successfully implement the integration of Abstract into our design software suite, streamlining collaboration and improving

Work Experience

workflow efficiency.

- Established efficient, agile design asset handoff procedures using Zeplin, resulting in significant cost savings for the company.
- Effectively managed and prioritized internal and external design asset requests, ensuring timely delivery and alignment with business objectives.

01/2015 — PRESENT GOSHEN, OH (REMOTE), USA

Freelance UX/UI Product Designer Self-employed

- Effectively managed freelance client relationships, meeting design needs and resolving issues with practical solutions, leading to strengthened client relations.
- Provided comprehensive services, including robust graphic design, web development, rapid prototyping, style guide development, user testing, and wireframing.
- Gained mastery and honed UX/UI product design skills through extensive projects with high-profile clients.

01/2012 — 12/2012 PAWTUCKET, RI (ONSITE), USA

Co-Op Designer Hasbro

- Contributed to rapid ideation concept development, packaging design, persona development, presentation displays, prototyping, style guide development, and video editing.
- Actively participated in brainstorming sessions and furnished valuable input to drive innovative design solutions.
- Collaborated with stakeholders to create persuasive and visually appealing presentation displays to communicate design concepts effectively.

Skills

User Research	Professional
Information Architecture	Professional
Usability Testing	Professional
Prototyping	Professional
Adobe Creative Suite	Professional
Sketch	Professional
Figma	Professional
Visual Design	Professional
Pendo	Professional
Design Systems	Professional

Strengths

Collaborative

Innovative

Strategic

Problem-solving

Creative

Analytical

User-focused

Detail-oriented

Hobbies



Exploring
Distant Lands



Capturing
Moments



Feeling the Music



Watching the
Latest



Experiential
Moments



Friend to
Animals

Education

09/2008 — 05/2014 CINCINNATI, UNITED STATES

Industrial & Product Design University of Cincinnati

08/2004 — 05/2008 MILFORD, UNITED STATES

High School Diploma Milford High School