Sergey Guryakov

Lead Product Designer | Product Strategy, Design Systems, Research | Regulated & Enterprise Products
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Summary

Lead product designer with 15+ years taking regulated and enterprise products from discovery through launch, most of them in healthcare. As EngagedMD's first designer, I led the ground-up rebuild of HIPAA-regulated software used by 400+ fertility clinics and built its design system and research practice. As Associate Director at Wunderman Thompson Health, I led UX for Pfizer and Boehringer Ingelheim brands through MLR and FDA review and managed a UX team of eight; Xeljanz registrations grew from 54k to 218k after launch. Today I run an independent practice, leading UX on pharma, federal, and nutrition platforms and building with Claude Code and Figma MCP.

Skills

Design leadership & facilitation: Product experience direction across multi-client engagements, influencing without formal authority, stakeholder management, workshop facilitation, design rationale and trade-off presentation, critique and quality standards, mentoring and coaching, hiring, process improvement

Research & strategy: Discovery, user interviews, research synthesis, personas, journey mapping, user flows, usability testing, UX audits, red-route analysis, Hotjar behavioral research, GA4/GTM instrumentation, conversion rate optimization

Information architecture & interaction design: Site maps, content modeling, wireframes, prototypes (low to high fidelity), responsive and mobile-first design

Visual & UI design: Typography, hierarchy, layout, brand application, UI design language, sketch-to-hi-fi in Figma/FigJam, Adobe Creative Cloud

Design systems: Component libraries, variants and design tokens, style-guide codification, atomic design, governance and adoption, developer handoff

Accessibility & compliance: WCAG 2.2 / ADA / Section 508 inclusive design, HIPAA-regulated patient software, MLR and FDA review cycles, annotated deliverables for legal and regulatory reviewers

AI-assisted process & engineering collaboration: Claude Code, Figma MCP, Figma Make; HTML/CSS/JS prototyping; Agile/Scrum, Shape Up, JIRA

Domains: Clinical and patient software, enterprise web applications, pharma and biotech, HCP and provider portals, B2B startups, consumer nutrition, federal government, higher education

Experience

Lead UX/UI Designer (Contract), stereojam - independent design practice, est. 2008 *Jul 2023 – Present*

Select engagements:

Avalere Health - UX/UI Consultant, pharma & biotech clients *Aug 2025 – Present*

- Lead UX/UI on pharma and biotech engagements from research and information architecture through interactive Figma prototypes and design specs, designing for medical, legal, and regulatory review from the first wireframe
- Establish and govern design systems with client-side designers and developers; coach client teams on component governance as properties change hands
- Facilitate client reviews and workshops; present design rationale and trade-offs tied to user needs, compliance, and business goals
- Conduct analytics-driven UX audits and IA/content analysis of disease-awareness properties, producing prioritized optimization roadmaps across 7 client properties

Viderity Inc. - Lead UX/UI Designer, National Science Foundation (NSF) and National Archives *Sep 2025 – Jun 2026*

- Led UX/UI for an NSF enterprise application under Section 508 / WCAG standards: user flows, wireframes, and UI design, presented directly to NSF stakeholders
- Built the project design system on the USWDS theme, extending it with custom components; delivered annotated documentation and specs to developers
- Used Figma Make and Claude in daily workflow for rapid prototyping, research synthesis, and accessibility checks
- Designed an online exhibit for the National Archives (archives.gov)

RP3 Agency - Lead UX & Front-End, guidingstars.com relaunch *Jan 2025 – Present*

- Led the end-to-end rebuild and launch of guidingstars.com (August 2026), a nutrition-rating platform serving consumers and licensing partners (retailers, schools, hospitals) - discovery, personas, information architecture, visual design, analytics instrumentation, and front-end build

- Designed two distinct user flows and instrumented both in GA4/GTM to measure engagement and conversion; mapped and verified 2,200+ redirects with Claude Code; manage development vendors

Complete Concierge Care - Brand & web design, UX *Jul 2023 – Present*

- Built the brand for a Bethesda/DC concierge medical practice, from archetypes and logo to color and type, and designed its website for desktop and mobile (completeconciergecare.com); re-engaged June 2026 for a full redesign and site restructuring, now in progress

Other engagements

- MerchRaise: scoped an early-stage B2B startup across six user types, from donors to API developers, delivering personas, task analysis, and journeys; carlhoffman.com: UX and WordPress build for an author's book launch

Product Design Lead (first design hire, grew the team), EngagedMD - HIPAA-regulated fertility-clinic software *Mar 2021 – Mar 2024*

- First design hire for enterprise patient-journey software used by 400+ fertility clinics; set design direction with two co-CEOs and 10+ engineers on strategy, scope, and delivery
- Led the ground-up rebuild of the clinic staff platform (shipped as CareXP, Q1 2024, HL7 FHIR foundation); ran discovery across four staff roles and used red-route analysis to prioritize daily-use workflows
- Introduced Hotjar, the company's first behavioral research tool, alongside GA4; workflow fixes cut the time clinic staff took to complete core tasks 30% and reduced support tickets from staff stuck in daily workflows ~15%
- Rebuilt an unmanaged Figma file into a maintainable design system serving patient and staff apps, cutting feature delivery time 44% and design change requests 20%
- Hired and onboarded junior product designers; mentored them through regular critique and design reviews
- Redesigned the patient app mobile-first and aligned it with the clinic app across the shared care journey; owned engineering handoff - epics into stories with acceptance criteria, quarterly capacity planning via Shape Up

Associate Director of User Experience, Wunderman Thompson Health *Nov 2017 – Jan 2021*

- Directed UX across complex pharma engagements - consumer and patient platforms, CRM programs, and provider portals serving 5M+ annual users within MLR, ADA, and FDA compliance frameworks
- Led UX for Pfizer's Xeljanz and Ibrance launches through MLR review: built the prototype for in-person patient testing in New York and San Francisco and handed offshore developers a 70-page functional spec with hand-coded demos; also delivered arthritis.com and innovation.org
- Tied design decisions to results: Xeljanz registrations grew from 54k to 218k after launch, with mobile registration completion up 31%; Ibrance visits rose 107% quarter over quarter; arthritis.com bounce rate fell from 60% to 33% year over year
- Moved Pradaxa.com and PradaxaHCP.com onto Boehringer Ingelheim's new global design system, flagging the components that wouldn't pass regulatory review
- Facilitated client workshops and stakeholder reviews; delivered information architecture, wireframes, and high-fidelity prototypes across desktop, mobile web, and native app
- Led adoption of atomic design and responsive frameworks across clients; oversaw design systems and style guides that accelerated production velocity 35%
- Managed and mentored a cross-functional UX team of eight: ran critique, set quality standards, owned hiring, reviews, and career development

Senior User Experience Designer, Wunderman DC / RTC *Mar 2012 – Oct 2017*

- End-to-end UX for commercial web products - research, personas, information architecture, wireframes, and prototypes

Senior UI Designer / Consultant, Blue Water Media *Apr 2008 – Mar 2012*

- Designed and themed CMS-driven sites for federal and commercial clients, including the redesign and 2012 launch of oig.hhs.gov (HHS Office of Inspector General) as a contract designer; built pattern libraries that improved consistency and client self-sufficiency

Additional

- 2023-2025: Relocated abroad with spouse's U.S. diplomatic posting; continued full-time remote design work at EngagedMD through Mar 2024 and stereojam client work throughout. Concurrently served as Community Liaison Office Coordinator, U.S. Embassy Algiers; Mission Honor Award (2×)

Education & Credentials

Syracuse University - B.S. Psychology

Active Top Secret Clearance | Languages: English, Russian (native/bilingual); Spanish (A2); Portuguese (A1)