

Sergey Guryakov

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Work Samples: <http://stereoj.am/work>

Active Top Secret Clearance

With 7+ years of remote experience in UX and product design for healthcare, I lead user-centered initiatives that solve complex, cross-functional challenges. I deliver wireframes, UI designs, and interactive prototypes based on user research and behavioral data. My work lays the foundation for scalable design systems -improving usability, accelerating development, and aligning teams across engineering, product, and business functions.

RP3 Agency Jan '25 - Present
Digital Technologist

- Supported UX, development, and digital strategy across client projects and internal initiatives.
- Designed user experiences for web projects; contributed front-end development (HTML, CSS, JS)
 - Managed scoping and technical planning for new business pitches and proposals
 - Coordinated internal workflows for web builds, plugin updates, and landing page deployments
 - Led communication with clients and internal teams to ensure delivery milestones were met
 - Oversaw external vendors for development and technical services

stereojam: the pixelsmith Feb '08 - Present
Founder & Principal Designer

- Partnered with clients to define business goals and translate them into scalable digital strategies
- Designed user stories, flows, and wireframes for responsive web systems across CMS platforms (WordPress, Drupal, Joomla)
- Audited and restructured site IA and sitemaps to improve navigation, usability, and SEO
- Created functional prototypes and design specs to guide development and ensure execution fidelity

Key Projects: completeconciergecare.com, archives.gov/exhibits/civil-war, carlhoffman.com, rbskl.com, rustikdc.com, thegoldshieldgroup.com, geordiewood.com

EngagedMD Mar '21 - Mar '24
Product Design Lead

- Redesigned patient and clinic applications for a leading fertility platform; led UX from discovery through launch.
- Defined user stories and requirements in JIRA; created wireframes and prototypes in Figma
 - Conducted stakeholder reviews and user testing to validate and iterate on core workflows
 - Designed interfaces for staff dashboards, patient onboarding, and admin tools
 - Developed and scaled a cross-platform design system to unify branding and accelerate delivery
 - Used Hotjar to surface UX issues; created feedback loops with Customer Success and Engineering

WundermanThompson Mar '12 - Jan '21
Associate Director of User Experience

- Led UX strategy for enterprise healthcare and pharmaceutical products in highly regulated environments.
- Managed a cross-functional team of 8 across design, strategy, and development
 - Defined KPIs, product roadmaps, and UX requirements from discovery to delivery
 - Conducted and synthesized primary and secondary research into actionable insights
 - Designed IA, user flows, and wireframes with accessibility and responsive best practices baked in
 - Collaborated across creative, engineering, and client teams to align business goals and user needs
 - Presented UX strategy to executives and facilitated stakeholder workshops
 - Integrated tools like Hotjar to drive continuous optimization through testing and feedback loops

Key Projects: ibrance.com, arthritis.com, innovation.org, xeljanz.com, respistory.com, sunovionprofile.com

Blue Water Media Apr '08 - Mar '12
Senior UI Designer

- Partnered with clients to create user-centered solutions aligned with business objectives.
- Designed user flows, wireframes, and functional prototypes.
- Provided end-to-end theming for WordPress, Drupal, and Joomla platforms.
- Consulted on web development and marketing strategies to improve engagement.t, non-profit, and commercial clients, fostering collaboration and buy-in.

Key Projects: oig.hhs.gov, macf.com, doioig.gov, imnsolutions.com, naviance.com