

Sergey Guryakov

Lead Product Designer | Enterprise & Regulated Products | Design Systems, Accessibility (WCAG) | AI-Assisted Design Workflows

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Summary

Lead product designer with 15+ years leading enterprise and regulated-industry products end to end, from UX strategy through execution - discovery, user research, information architecture, workshops, visual and interaction design, design systems, and developer handoff. Managed and mentored a UX team of eight at Wunderman Thompson Health while directing pharma and patient platforms serving 5M+ annual users under MLR, FDA, HIPAA, and ADA review; first design hire at EngagedMD, where I built the design system and research practice for HIPAA-regulated software used by 400+ clinics. Currently lead UX/UI on pharma engagements at Avalere Health, coaching client-side designers on design-system governance.

Skills

Design leadership & client facilitation: Design direction across multi-client engagements, stakeholder management, client workshops and reviews, design rationale and trade-off presentation, critique and quality standards, mentoring and coaching, hiring, process improvement

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

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

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

Domains: Pharma and biotech, disease-awareness and HCP sites, patient-facing and clinical software, health systems and provider portals, higher education, federal government

Experience

Lead UX/UI Designer (Contract), stereo.jam - independent healthcare UX 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) SAP project, sap.nsf.gov

Sep 2025 – Jun 2026

- Led UX/UI design for an NSF enterprise application: user flows, wireframes, and UI design under federal accessibility (Section 508 / WCAG) standards
- Established the project design system and component library; delivered annotated documentation and specs to developers for implementation
- Use Figma Make and Claude in daily workflow for rapid prototyping, research synthesis, and accessibility checks
- Presented design work and rationale directly to NSF client stakeholders

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; contribute technical scoping to new-business pitches and manage development vendors

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

- Designed the original brand and site for a Bethesda/DC concierge medical practice (completeconciergecare.com); re-engaged June 2026 for a full redesign and site restructuring, currently in progress: client discovery, information architecture, visual design, and build, designed around patient acquisition and membership inquiries

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
- Hired and onboarded junior product designers; mentored them through regular critique and design reviews
- Rebuilt an unmanaged Figma file into a maintainable design system serving patient and staff apps, reducing feature delivery time 44% and rework 20%
- Introduced Hotjar as the company's first behavioral research channel; usability validation on core workflows improved task completion 30% and cut support tickets ~15%
- 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
- 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*

- Managed and mentored a cross-functional UX team of eight: ran critique, set quality standards, owned hiring, reviews, and career development
- 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 adoption of atomic design and responsive frameworks across clients; oversaw design systems and style guides that accelerated production velocity 35%
- Directed UX for Pfizer brand launches for Xeljanz and Ibrance, taking launch sites and patient/HCP properties through MLR review to go-live; also delivered arthritis.com, BlueButton Medical App, and innovation.org
- Facilitated client workshops and stakeholder reviews; delivered information architecture, wireframes, and high-fidelity prototypes across desktop, mobile web, and native app

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

- End-to-end UX for federal and commercial web products - research, personas, information architecture, wireframes, and prototypes - under Section 508 and agency brand standards
- Design lead on multiyear federal engagements with 100% on-time delivery across 10+ launches; primary UX contact for client stakeholders and development teams

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, and an online exhibit for the National Archives (archives.gov); 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 (2x)

Education & Credentials

Syracuse University - B.S. Psychology

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