

Hayden Forsee

Senior UX / Product Designer

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SUMMARY

Senior UX/Product Designer with 15+ years turning complex SaaS, enterprise, B2B and B2C software into experiences people can actually use. I work at the intersection of product strategy, user research, and UX/UI design, fully integrated with product and engineering teams to move fast, ship quality, and make decisions the data supports.

SKILLS

UX Design	Methods	Tools
UX Discovery	Design Systems (Desktop & Mobile)	Figma, Miro
User Research, Journey Mapping	Design Thinking	Mixpanel, Pendo, WalkMe
Wireframing & Prototyping	Lean UX	Google Analytics
Usability Testing	Agile Collaboration	AI (Claude, Figma Make, Lovable)
Accessibility (WCAG)	Stakeholder Alignment	HTML / CSS / Sass, Bootstrap VS Code, Chrome Dev Tools

EXPERIENCE

HealthTrust - Nashville, TN / Senior UX Designer

May 2023 – June 2026

- Led design initiatives in B2B procurement, member analytics, finance and contract administration platforms.
- Reduced design revision cycles from 7-8 rounds to 2, as measured by review turnaround dropping from weeks to days, by standardizing design-to-engineering handoff processes and documentation.
- Accelerated release cadence from monthly to weekly, as measured by shipped feature frequency, by partnering closely with product and engineering to align UX strategy with business objectives.
- Doubled design output, as measured by concept volume growing from 2-3 to 5-6 per cycle while cutting research and prototyping time from weeks to days, by integrating AI into discovery and rapid prototyping workflows.

GraphiteRx - Nashville, TN / Senior UX Designer

Oct 2022 – May 2023

- Sole design presence in charge of producing wireframes, high fidelity mocks and rapid prototyping in a B2C environment while leveraging feedback loops from customers by way of product analytics (i.e. Pendo).
- Saved days of design and engineering time per feature, as measured by reduced rework and faster implementation, by building the company's first complete design system from the ground up.
- Achieved adoption across the entire company including offshore engineering teams, as measured by company-wide usage of the system, by establishing a single source of truth for components and patterns.
- Increased the volume of work ready for stakeholder review, as measured by more concepts and iterations produced per cycle, by introducing design thinking and lean UX methodologies that gave the team a shared, repeatable process.

RxVantage - Remote / Senior UX Designer

Mar 2021 – Sept 2022

- Delivered 3 new B2B platform experiences and dozens of supporting features, as measured by shipped product scope, by designing for physicians, life science experts, and facility managers during a period of rapid SaaS expansion.
- Reduced design revision cycles from days or weeks to hours, and roughly a day for larger features, as measured by review turnaround time, by improving design-to-engineering handoffs through cleaner specs and tighter documentation.
- Strengthened design system maturity and product decision-making, as measured by improved usability research integration, by supporting research teams in validating decisions with real user data.

STR - Hendersonville, TN / UX/UI Designer

Sept 2018 – Oct 2020

- Sole UX presence within a company looking to advance their suite of digital products that had suffered from dated practices and “silo design/development”.
- Reduced design revision cycles from weeks to hours or a single day, as measured by review turnaround time, by redesigning workflows and introducing a new company-wide design system.
- Reduced time-on-task across legacy digital products, as measured by faster task completion for end users, by modernizing workflows and increasing research integration as the sole UX/UI Designer.
- Lead in all digital usage analytics touchpoints and relayed behaviors of internal and external users to assist in curating several backlogs owned by various Product Owners & Business Analysts.
- Established UX as a cross-functional discipline for the first time, as measured by full Product and Technology group participation including Product, Development, QA, and executive leadership (CPO and CTO), by founding an internal UX Guild.

naviHealth - Brentwood, TN / UX/UI Designer Lead

Aug 2015 – Sept 2018

- Delivered end-to-end UX/UI Design across post acute care platforms, from conceptual wireframing through production, for medical directors and clinical care management staff.
- Drove product adoption to an all-time high, as measured by user engagement and usage data, by establishing the organization's first ongoing user feedback practice.
- Reduced time to task completion from hours to minutes, as measured by usability and efficiency gains across clinical and care management products, by conducting dozens of user interviews and feedback sessions to directly inform design decisions.
- Streamlined development by designing, curating and building a reusable design system, reducing inconsistency and accelerating implementation.

EDUCATION

Western Kentucky University / Bachelor of Fine Arts, Graphic Design

REFERENCES

Available Upon Request