

Scott Maiwald

Lead Product Designer - Senior UI/UX Designer

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Portfolio: behance.net/gallery/237227981/Scott-Maiwald-Sr-UIUX-Designer

PROFESSIONAL SUMMARY

Lead Product Designer and AI-Assisted (Artificial Intelligence) Design Leader with over 20 years of professional experience shipping functional, user-centered digital products for complex B2B, B2C, and SaaS platforms. Hands-on practitioner driving UX/UI design, interaction design, and scalable design systems across healthcare, fintech, and aviation sectors. Deeply focused on translating complex business, technical, and regulatory requirements (HIPAA, WCAG, ADA) into intuitive, developer-ready experiences that deliver measurable results and increase adoption.

PROFESSIONAL EXPERIENCE

Kaiser Permanente

Lead Product Designer - Usability and Technology Adoption - Greenwood Village, CO - 08/2013 - Present
Global healthcare organization serving 12+ million members through enterprise-scale digital platforms.

- Directed UI/UX strategy for the Telehealth Video Visits platform, contributing to its receipt of a 2024 Silver Stevie Award in Achievement in Product Innovation by aligning designs with business objectives, operational efficiencies, patient outcomes, and system scalability.
- Produced user flows, wireframes, high-fidelity prototypes, and production-ready interfaces in Figma, and Make, delivering accessible, developer-ready designs and design system components that reduced prescription processing time by 30%, improved satisfaction scores by more than 10%, and increased clinician workflow efficiency.
- Provided design support with product managers, engineering leaders, physicians, pharmacists, and operational stakeholders to prioritize roadmaps, plan sprints, and deliver iterative releases in agile environments.
- Spearheaded user research including workflow shadowing and clinician interviews; ran usability testing (A and B testing, observational studies). Leveraged generative AI tools (Gemini, ChatGPT, Claude, Grok) to accelerate ideation and persona generation while ensuring full compliance with HIPAA, WCAG, and ADA standards.
- Mentored junior designers, led design critiques, and enforced design system governance and accessibility standards to elevate craft, consistency, and quality across enterprise healthcare products.
- Applied systems thinking to modernize pharmacy operations through the ePIMS platform and enhance telehealth experiences, integrating behavioral insights and change management to drive stakeholder adoption and efficiency.
- Facilitated cross-functional alignment through data-driven design presentations, translating corporate strategy into actionable, developer-ready product features and secure buy-in.

Mercury Payment Systems

Senior UI/UX Designer - Greenwood Village, CO - 04/2012 - 08/2013

Provider of secure payment and consumer loyalty solutions for merchants and financial institutions.

- Led end-to-end design for Consumer Loyalty and Merchant Management applications across desktop and mobile (iOS and Android), improving user engagement and adoption rates.
- Conducted user interviews and whiteboarding sessions to define requirements and refine features.
- Delivered high-fidelity mockups, interactive prototypes, and production-ready code using HTML5, CSS3, JavaScript, and jQuery for pixel-perfect, responsive interfaces.
- Optimized checkout flows and reward program interfaces, increasing conversion rates by 15% through A and B testing and iterative refinements.

- Collaborated with cross-functional teams to integrate fintech compliance (e.g., PCI DSS), ensuring secure and intuitive user experiences.

Jeppesen - A Boeing Company

Senior UI/UX Designer - Centennial, CO - 03/2011 - 04/2012

Developer of flight planning and navigation systems for commercial and general aviation.

- Designed user interfaces for MyJeppesen.com, a subscription-based aviation portal, enhancing usability and reducing support requests.
- Collaborated with backend engineers to translate designs into scalable, production-ready solutions.
- Conducted field research and pilot interviews to align navigational workflows with operational needs.
- Delivered cohesive, cross-platform design systems that improved task efficiency for aviation professionals.

IQNavigator

Senior UI/UX Designer - Greenwood Village, CO - 03/2009 - 03/2011

Enterprise SaaS platform for contingent workforce management.

- Led redesign of Spend Management platform (SaaS), streamlining workflows and boosting user productivity.
- Conducted user research and usability testing to identify and resolve friction points.
- Developed copyrighted design frameworks that served as foundational assets for product evolution.
- Implemented data visualization components to simplify financial reporting, reducing analysis time by 40%.

ADDITIONAL CAREER EXPERIENCE

UI/UX, Product Design, and Front-End Design roles at Orbitz Vacations, DISH Network, and LexisNexis.

TECHNICAL COMPETENCIES

- Design & Prototyping: Figma (Dev Mode), Sketch, InVision, Adobe XD, Framer; Wireframing, High-Fidelity Prototyping, Usability Testing (A and B testing, Shadowing), User Research (Interviews, Surveys, Journey Maps), UserTesting, Design Systems (components, governance).
- AI & Emerging Tools: ChatGPT, Gemini, Perplexity, Claude, Grok, Midjourney, Firefly; Prompt Engineering; Node-Based Generation (Weavy, ComfyUI, Zapier, n8n).
- Creative & Development: Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects); 3D/Motion Graphics (Cinema 4D, Blender, Nomad); Front-End (HTML, CSS, JavaScript, jQuery, AngularJS).
- Methodologies & Domains: SAFe Agile/Scrum (JIRA); Mobile/Responsive Design; Healthcare (Telehealth, Pharmacy, HIPAA); Fintech (Payments, Loyalty, PCI DSS); Aviation/Navigation; eCommerce/Checkout Optimization; Compliance (WCAG, ADA, Accessibility); Quantified Impact (Conversion, NPS, Task Completion, Support Reduction).
- Leadership & Collaboration: Stakeholder Management (C-Level Presentations), Team Mentorship, Developer Handoff (Figma, Sketch, and Zeplin), Cross-Functional Alignment.

EDUCATION & CERTIFICATIONS

Art Center College of Design - Pasadena, CA

BFA, Commercial Advertising & Design - Academic Scholarship

Google AI Essentials Certificate - 04/2026

Applied generative AI workflows for brainstorming, coding apps and websites, user research, graphic content creation, and data analysis.