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PRODUCT DESIGN LEADER | ENTERPRISE UX STRATEGY & SYSTEMS THINKING | ACCESSIBLE, AI-ENABLED EXPERIENCES AT SCALE

UX and product design leader with over 15 years of experience in enterprise environments, delivering accessible scalable platforms across healthcare, fintech, ecommerce, and real estate. While my recent work has focused on healthcare, I've designed SaaS platforms, internal tools, and consumer-facing products that solve complex problems shared across industries. I bring a principle-driven, domain-agnostic approach to UX, applying systems thinking and strategic clarity to turn complexity into simple, meaningful user experiences.

I led UX strategy and design for AVA Systems, a connected enterprise ecosystem of over 40 applications supporting clinical provider operations and member services teams unifying fragmented workflows into purpose-built compliant tools. In parallel I directed UX for member-facing products including responsive Member Portals, mobile apps Provider Search, Individual Enrollment, Onboarding, Broker Portals, an OTC ecommerce storefront and many other tools. I mentor senior designers, scale design systems, and integrate AI augmented decision support across mobile and web to drive outcomes in high regulation high ambiguity product ecosystems.

PROJECT HIGHLIGHTS

- **Led and scaled a high-performing UX team**, fostering clarity, ownership, and cross-functional alignment with product, engineering, clinical, and marketing stakeholders in a fast-paced, highly regulated B2C healthcare SaaS environment. Applied Agile methodologies, Lean UX principles, and data-driven iteration to improve user engagement and design team velocity.
- **Defined and drove the product and UX architecture for AVA Systems**, a connected enterprise platform of over 40 clinical, provider, operational, and member-facing healthcare applications. Delivered integrated design solutions for complex, fragmented workflows supporting both B2C and B2B2C models.
- **Unified disconnected systems**, including claims management, referrals, authorizations, patient databases, clinical scoring models, appointment

scheduling workflows, and CRM tools into cohesive, purpose-driven digital experiences. Prioritized user-centered design, accessibility compliance, and operational efficiency.

- **Directed end-to-end delivery for the Broker Portal and mobile app**, designing workflows for member enrollment, plan selection, enrollment analytics, digitized paper intake, and broker certification. Streamlined operations and ensured compliance with CMS and HIPAA standards. Increased broker NPS from 30% to 75% through task-focused UX and iterative usability testing.
- **Designed a guided Individual Enrollment tool** to help prospective members compare plans, check eligibility, and complete enrollment through a step-by-step experience. Applied plain-language content, progressive disclosure, and decision-support patterns to simplify complex insurance choices.
- **Led product design for a consumer-facing healthcare eCommerce platform** built on Shopify, optimizing mobile-first navigation, faceted search, conversion flows, and product education to reduce support costs and drive engagement among Medicare and senior users.
- **Designed responsive web and mobile Member Portals as self-service tools**, enabling members to schedule appointments, view benefits, check rewards balances, track claims and authorizations, and access visit summaries, medication lists, and health record overviews. Reduced support dependency and increased digital engagement across regulated environments.
- **Designed AI-powered, context-aware decision support tools** for agents and clinical teams, integrating predictive analytics, intelligent scheduling, and workflow automation into real-time interfaces for care coordination and operational support.
- **Delivered predictive analytics dashboards** and clinical risk visualization tools, transforming complex healthcare data into actionable insights. Supported regulatory compliance (e.g., CMS, IEC 62366-1), usability for care providers, and strategic reporting.
- **Owned end-to-end product delivery lifecycle**, including qualitative and quantitative user research, journey mapping, Figma prototyping, accessibility audits, agile sprint execution, and cross-functional stakeholder alignment across web and mobile platforms.

- **Established and governed a cross-platform design system** for over 40 tools, standardizing reusable components, interaction patterns, accessibility guidelines (WCAG), and UX writing tone to scale product quality and speed.
- **Presented UX strategy**, product outcomes, and business impact to executive leadership through visual storytelling, engagement metrics, and alignment with KPIs, adoption targets, and strategic growth initiatives.
- **Thrive in high-ambiguity**, high-regulation product environments. Bring systems thinking, cross-functional leadership, and scalable UX solutions to data-driven healthcare and pet parent-facing platforms focused on operational excellence and compassionate user outcomes.

CORE SKILLS & EXPERTISE

- UX & Product Design Leadership | UX Strategy & Roadmapping | Workflow Optimization
- Team Building & Mentorship | Agile & Lean UX | Design Operations for Healthcare SaaS
- Cross-functional Collaboration with Product, Engineering, and PIM Stakeholders | Executive Stakeholder Communication | OKR & KPI Alignment
- UX Governance | Scalable Research Operations | User-Centered Design
- Wireframing | High-Fidelity Prototyping | Mobile-first Strategy | Accessibility (WCAG) | UX Writing & Content Strategy for Regulated Environments
- A/B Testing | Conversion Rate Optimization | Figma Prototyping | Design-to-Development Handoff | CMS and HIPAA Compliance Awareness

TOOLS & TECHNOLOGIES

- **Design & Prototyping:**
Figma, Adobe XD, Photoshop, Illustrator, InVision, Balsamiq, Miro. Used for wireframing, high-fidelity prototyping, design systems, journey mapping, and

interactive flows across B2C and B2B2C digital products including consumer-facing applications and workflow tools.

- **Project & Workflow Management:**
Jira, Trello, Asana, Azure DevOps. Applied for Agile sprint planning, backlog grooming, stakeholder reviews, cross-team collaboration, and iterative delivery across SaaS platforms and CRM tools in regulated environments.
- **Analytics & Optimization:**
Google Analytics, Mixpanel, Pendo, Amplitude, A/B Testing. Used to track behavioral data, optimize onboarding and communication features, validate usability insights, and inform design decisions for care continuity and engagement outcomes.
- **UI Engineering Collaboration:**
Basic knowledge of HTML, CSS, and JavaScript. Supports responsive layout structure, accessibility implementation (WCAG), and efficient design to development handoff for cross-platform tools, including PIM-integrated solutions.
- **Additional Capabilities:**
Experienced in managing UI workflows, design system governance, and collaborative iteration cycles using Slack, Confluence, and GitHub. Enables seamless delivery of pet parent-facing UX and clinician-support applications.

PROFESSIONAL EXPERIENCE

UI/UX Manager (Product Design Lead)

Alignment Healthcare, Orange, CA | March 2020 - March 2025 (Promoted from UX Designer)

- **Led UX and product architecture for AVA Systems**, a 40+ application HIPAA-compliant platform used by clinical, provider, operations, and member services teams. Unified fragmented workflows across claims, referrals, authorizations, scheduling, patient data, and clinical scoring models.
- **Led Design for responsive Member Portals and mobile apps** as self-service tools, enabling members to view benefits, rewards balances, schedule appointments, track claims and authorizations, and access visit summaries, medication lists, and health record summaries. Reduced call center dependency and boosted digital engagement.
- **Directed UX strategy and delivery for the Broker Portal and mobile app**, including plan enrollment, broker certification, and enrollment analytics. Ensured

CMS compliance and increased broker NPS by 45 points through structured task flows and usability validation.

- **Architected a guided Individual Enrollment tool**, enabling plan comparison, eligibility checks, and application flows through step-by-step UX. Applied plain-language content, decision-support logic, and progressive disclosure to simplify Medicare Advantage selection.
- **Designed AI-powered Agent Assistant tools for CRM systems**, surfacing real-time member data, dynamic scripts, and contextual guidance for call center agents. Supported faster issue resolution, consistent service quality, and scalable operations.
- **Envisioned AI-enhanced user journeys** across member and clinical workflows, integrating predictive insights, smart content, and real-time guidance to support triage and decision-making.
- **Established and governed a cross-platform design system** adopted across 40+ tools, standardizing components, interaction logic, accessibility patterns (WCAG), and UX content guidelines.
- **Scaled and mentored a high-performing UX team**, driving Agile delivery, operational excellence, and cross-functional alignment with product, engineering, and clinical partners.
- **Increased platform engagement** through responsive design, growth experiments, and data-driven UX improvements targeting onboarding, enrollment, and retention.

UX Designer

Alignment Healthcare, Orange, CA | July 2019 - March 2020 (Promoted to UI/UX Manager)

- **Designed the first iteration of AVA Systems**, laying the UX architecture for a 40+ application enterprise platform supporting clinicians, providers, operations, and member services across regulated healthcare workflows.
- **Created the inaugural Member Portal and mobile app**, enabling self-service access to benefits, rewards balances, visit summaries, claims status, and appointment scheduling—reducing support dependency and driving member engagement.
- **Delivered foundational designs for the Broker Portal**, Provider Search Portal, and Individual Enrollment experience, including mobile interfaces. Improved plan access, enrollment efficiency, and stakeholder usability across B2B and B2C

journeys.

- **Partnered with product and engineering teams** to translate business and regulatory requirements into scalable, intuitive experiences across web and mobile platforms.

UX Designer

USRES, Lake Forest, CA | Feb 2017 - May 2019

- Led UX design for PropertyCure software, optimizing usability for real estate operations.
- Improved data visualization, reducing user errors by 20% through better UI structure.
- Worked directly with developers to ensure feasibility of design solutions.

UI/UX Architect (Contract)

NBC Universal, Los Angeles, CA | Nov 2016 - Jan 2017

- Designed UX for Music Clearance software, streamlining the licensing process for NBC productions.
- Improved workflow efficiency by automating manual processes, reducing approval time by 30%.

PREVIOUS ROLES

UX Architect

CompuGroup Medical, Irvine, CA | 2014 - 2016

- Modernized UI for clinical systems, enhancing usability for international healthcare providers.

UI Designer

iHerb, Irvine, CA | 2012 - 2014 (Led mobile app UX, contributing to an award-winning design)

- Led mobile app UX, contributing to award-winning customer experience and increased app store ratings.

Web Designer

Quest Software, Aliso Viejo, CA | 2010 - 2012

- Designed and maintained enterprise marketing web assets supporting product launches and sales enablement.

EDUCATION

Bachelor of Arts in Digital Arts | The Art Institute of California, San Diego, CA