

## **RUTA DROBENKAITE**

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## **PRODUCT DESIGN LEADER | HEALTHCARE PLATFORMS, INTEROPERABILITY & CLINICAL SYSTEMS**

**Product Design Leader with deep experience designing enterprise healthcare platforms, interoperability solutions, clinical systems, and operational workflows. Currently designing interoperability and operational workflows at BD, supporting clinical data exchange, healthcare data transformation, integration management, and system configuration across EHR systems, medication management systems, and pharmacy automation platforms.**

**Previously built and led the UX team at Alignment Healthcare while helping shape AVA Systems, a connected healthcare ecosystem of more than 40 applications supporting clinical teams, providers, member services, operations teams, brokers, and members. Known for translating complex business processes, technical architectures, and healthcare workflows into intuitive, scalable product experiences that improve usability, efficiency, and adoption across enterprise environments.**

## **LEADERSHIP SUMMARY**

- Led UX and product design initiatives across enterprise healthcare platforms, interoperability solutions, clinical systems, operational workflows, and connected healthcare technologies.
- Currently designing enterprise interoperability workflows at BD, supporting clinical data exchange, healthcare data transformation, integration management, system configuration, transaction routing, and operational monitoring across connected healthcare environments.
- Built and scaled a high-performing UX team at Alignment Healthcare, establishing design operations, governance frameworks, reusable workflows, and mentorship practices across healthcare SaaS products.
- Led UX design for AVA Systems, a connected healthcare ecosystem of more than 40 applications supporting clinical teams, providers, member services, operations teams, brokers, and members.

- Translated complex business processes, healthcare workflows, data exchange requirements, and technical architectures into intuitive, scalable user experiences for enterprise and operational users.
- Partnered with product, engineering, architecture, and executive leadership to align UX strategy with business objectives, product roadmaps, operational goals, and customer outcomes.

## CORE SKILLS & EXPERTISE

- Product Design Leadership | UX Strategy | Enterprise UX | Healthcare Product Design
- Healthcare Ecosystems | Clinical Systems | Interoperability Workflows | Healthcare Information Technology
- Clinical Data Exchange | Healthcare Data Transformation | Data Mapping | Transaction Routing
- Operational Workflow Design | System Configuration | Integration Management | Operational Monitoring
- User Research | Workflow Discovery | Journey Mapping | Service Design | User-Centered Design
- Design Systems | UX Governance | Design Operations | Scalable UX Frameworks
- Wireframing | High-Fidelity Prototyping | Interaction Design | Responsive Design | Accessibility
- Cross-Functional Collaboration | Executive Stakeholder Management | Technical Stakeholder Facilitation
- Agile UX | Lean UX | Product Roadmapping | Design-to-Development Handoff
- Enterprise SaaS | Data-Heavy Applications | Dashboards | Workflow Optimization | UX Writing

## TOOLS & TECHNOLOGIES

- Design & Prototyping  
Figma, Figma Make, Adobe Photoshop, Adobe Illustrator, Miro, Balsamiq,

wireframing, high-fidelity prototyping, interactive prototypes, design systems, journey mapping, service design

- **AI-Assisted Design & Development**  
Visual Studio Code with GitHub Copilot, Figma Make, ChatGPT, Gemini, Claude, AI-assisted prototyping, front-end exploration, workflow visualization, research synthesis, design documentation
- **Project & Workflow Management**  
Jira, Azure DevOps, Confluence, Trello, Asana, Agile planning, backlog management, sprint collaboration, requirements gathering, cross-functional delivery
- **Analytics & Optimization**  
Google Analytics, Pendo, Mixpanel, Amplitude, A/B testing, user behavior analysis, workflow optimization, data-informed product improvements
- **Development Collaboration**  
HTML, CSS, JavaScript, responsive design, accessibility, WCAG, component libraries, design-to-development handoff
- **Enterprise Platform Experience**  
Healthcare interoperability platforms, EHR systems, clinical systems, healthcare information technology, operational tools, workflow configuration interfaces, system administration experiences, healthcare data transformation, data mapping workflows, integration management, enterprise SaaS platforms

## PROFESSIONAL EXPERIENCE

### SENIOR UX DESIGNER (CONTRACT)

**BD (Becton, Dickinson and Company)**, Remote | Nov 2025 – Present

- Designed enterprise interoperability workflows supporting clinical data exchange between major healthcare systems including Epic, Cerner, McKesson, Meditech, and NextGen, as well as connected healthcare technologies, Pyxis medication management systems, and pharmacy automation platforms.
- Conducted user research and workflow discovery with architects, engineers, product teams, and hospital technical stakeholders to understand interoperability processes, identify operational pain points, and define scalable solutions for complex healthcare integration environments.
- Designed operational tools and workflow experiences supporting healthcare data exchange, integration management, system configuration, transaction routing,

operational monitoring, and troubleshooting across connected healthcare ecosystems.

- Simplified complex interoperability workflows involving healthcare data transformation, data mapping, routing logic, and system administration, improving workflow clarity for technical and operational users.
- Collaborated closely with architects, engineers, and product teams to translate highly technical business and operational requirements into intuitive enterprise experiences within regulated healthcare environments.
- Contributed to enterprise workflow architecture supporting clinical transaction processing, interoperability management, and connected healthcare technologies used by hospital engineering and technical operations teams.
- Created wireframes, prototypes, workflow diagrams, and interaction models to communicate complex system behavior and support cross functional alignment throughout the product development lifecycle.

### **UI/UX Manager (Product Design Lead)**

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

- Scaled and led a high-performing UI/UX team from the ground up, improving project delivery speed by 30% and cultivating a strong design culture.
- Led UX and product strategy for AVA Systems (40+ HIPAA-compliant healthcare apps across clinical, consumer, provider, and operations), Member Portal, Broker Portal, and Provider Search Portal including mobile apps.
- Drove complex interactive data products and dashboards to support clinical decision-making, streamlining workflows and reducing navigation time by 25%.
- Partnered with PMs and senior leadership to align UX strategy with product roadmaps and business goals across multi-year timelines.
- Delivered a 35% increase in user engagement by integrating data-informed UX improvements across key member and agent-facing platforms.
- Spearheaded enterprise-wide design systems adopted across 4 platforms, reducing design redundancy and increasing consistency.

- Translated user research (qual + quant) into scalable solutions, improving usability across mobile and web products.
- Oversaw design ops and team workflows, collaborating closely with product managers and engineers to ship high-quality, user-centered experiences on time.
- Designed and optimized direct-to-consumer member experiences, driving a 35% increase in engagement across healthcare platforms.
- Partnered with product and engineering on growth experiments and top-of-funnel flows to streamline enrollment and retention.
- Applied AI-assisted tools (e.g., ChatGPT, Uizard, or Maze) to streamline user research analysis and wireframing
- Explored AI-enhanced workflows to streamline data-heavy enterprise UX

### **UX Designer**

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

- Designed the first iteration of AVA Systems, setting the foundation for scalable UX design in healthcare operations.
- Created the first Member Portal, streamlining access to healthcare resources and enhancing member engagement.
- Designed the original Broker, Provider Search Portals, and Individual Enrollment improving efficiency and user satisfaction.
- Collaborated closely with product managers and engineers to translate business needs into intuitive user experiences.

### **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**