

RUTA DROBENKAITE

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PRODUCT DESIGN LEADER | HEALTHCARE ECOSYSTEMS, CLINICAL SYSTEMS & INTEROPERABILITY

Product Strategy | Enterprise UX | Team Leadership | Hands On Systems Design

Product design leader with 15+ years building complex healthcare and enterprise products in regulated environments. Built and led the UX function at Alignment Healthcare while defining product and experience strategy across a connected ecosystem of more than 40 clinical, operational, provider, broker, and member applications. Currently own end to end design for BD enterprise interoperability workflows supporting clinical data transformation, routing, configuration, monitoring, and troubleshooting. Use Figma to map user journeys, define complex workflows, structure interaction patterns, and communicate product logic across product, architecture, and engineering. Contribute beyond traditional UX by using Figma AI Skills through the Figma MCP server, Visual Studio Code, GitHub Copilot, and GitHub to translate selected workflows and technical architecture into functioning coded prototypes that support earlier validation of product logic, application structure, design intent, and implementation feasibility. Combine hands on systems design with team leadership, product strategy, design governance, and cross functional delivery, producing measurable outcomes including a 75% increase in broker enrollment, a 35% improvement in member retention, and 30% faster design delivery.

CORE SKILLS & EXPERTISE

- Product Design Leadership | Product Strategy | Enterprise UX | Hands On Product Design
 - Healthcare Ecosystems | Clinical Systems | Interoperability | Healthcare IT
 - User Journey Mapping | Workflow Design | Information Architecture | Systems Thinking
 - Enrollment | Claims | Authorizations | Referrals | Scheduling | Member Self Service
 - AI Assisted Product Design | Coded Prototyping | Implementation Validation | Technical Product Collaboration
 - User Research | Usability Testing | Design Systems | UX Governance | Accessibility
 - Data Visualization | Cross Functional Leadership | Executive Stakeholder Management | Agile Product Delivery
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TOOLS & TECHNOLOGIES

- Design & Prototyping: Figma, Adobe Photoshop, Adobe Illustrator, Miro, Balsamiq, Design Systems, Wireframing, User Journey Mapping, Workflow Mapping, Interactive Prototyping
 - AI Assisted Design & Development: Figma AI Skills, Figma MCP Server, Figma Make, GitHub Copilot, Visual Studio Code, GitHub, Coded Prototyping, Local Application Repositories, Implementation Validation
 - Product Delivery & Collaboration: Jira, Azure DevOps, Confluence, Trello, Asana, Agile Planning, Backlog Management
 - Analytics & Optimization: Google Analytics, Pendo, Mixpanel, Amplitude, A/B Testing, User Behavior Analysis
 - Development Collaboration: HTML, CSS, JavaScript, WCAG Accessibility, Component Libraries, Design to Development Handoff, Technical Feasibility Collaboration
 - Healthcare Platform and Interoperability Experience: Epic, Cerner, Meditech, McKesson, NextGen, BD Pyxis, Pharmacy Automation, HL7, FHIR, XML, JSON
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PROFESSIONAL EXPERIENCE

Senior UX Product Designer, Contract | Enterprise Interoperability | BD (Becton, Dickinson and Company), Remote | Nov 2025 – Present

- Independently own end to end product design for assigned enterprise interoperability workflows, partnering directly with product, architecture, engineering, and hospital stakeholders to support environments including Epic, Cerner, McKesson, Meditech, NextGen, and BD Pyxis.
- Design enterprise workflows supporting HL7 based clinical data exchange, FHIR resource transformation, and XML and JSON payload handling across mapping, routing, system configuration, exception handling, and operational monitoring.
- Conduct workflow discovery directly with architects, engineers, and hospital technical stakeholders, using Figma to map user journeys, define complex workflows, structure interaction patterns, and translate requirements into detailed prototypes.
- Extend product design into coded implementation validation by partnering with a data architect and using Figma AI Skills through the Figma MCP server, Visual Studio Code, GitHub Copilot, and GitHub to translate selected workflows and technical architecture into a functioning local application repository and coded prototype, enabling earlier validation of workflow logic, application structure, design intent, and implementation feasibility.

UI/UX Manager and Product Design Lead | Healthcare Product Ecosystem | Alignment Healthcare, Orange, CA
| Mar 2020 – Mar 2025 (Promoted from UX Designer)

- Built and led the UX function from the ground up: hired and mentored designers, established design operations, design reviews, and governance, improving team velocity by 30%.
- Defined the foundational product and UX architecture for AVA Systems and led its evolution into a connected, HIPAA compliant ecosystem of 40+ applications spanning clinical, operational, provider, broker, and member facing teams.
- Led product and UX strategy across concurrent workstreams, balancing team capacity, assigning design ownership, and aligning priorities with product, engineering, clinical, operational, and executive stakeholders.
- Increased broker enrollment 75% by leading the digitization of the Broker Portal, replacing a legacy paper based process.
- Improved member retention 35% through the strategic redesign of the Member Portal, expanding self service access to benefits, claims, authorizations, and scheduling.
- Developed designers through structured mentorship, design critiques, and outcome focused feedback while governing a scalable design system that improved consistency, accessibility, and design to development handoff.

UX Designer | Alignment Healthcare, Orange, CA | Jul 2019 – Mar 2020 (Promoted to UI/UX Manager)

- Designed the first iteration of AVA Systems, including its foundational information architecture.
- Created the initial Member Portal, Broker Portal, Provider Search, and Individual Enrollment experiences.
- Promoted to UI/UX Manager within eight months based on product impact and expanding leadership scope.

UX Designer | USRES, Lake Forest, CA | Feb 2017 – May 2019

- Led UX design for PropertyCure software; improved data visualization and reduced user errors 20%.

UI/UX Architect (Contract) | NBC Universal, Los Angeles, CA | Nov 2016 – Jan 2017

- Designed UX for Music Clearance software, reducing licensing approval time 30% through workflow automation.

PREVIOUS ROLES

- UX Architect, CompuGroup Medical, Irvine, CA (2014–2016): Modernized UI for clinical systems used by international healthcare providers.
- UI Designer, iHerb, Irvine, CA (2012–2014): Led UX/UI for iHerb's first mobile app, contributing to an award winning customer experience.
- Web Designer, Quest Software, Aliso Viejo, CA (2010–2012): Designed enterprise marketing web assets supporting product launches.

EDUCATION

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