

Lesley J. Hubbard

Senior UX Designer | Enterprise & Healthcare UX | User Research & Human-Centered Design | AI-Enabled Productivity
ljhubbard005@gmail.com | (860) 212-6427 | linkedin.com/in/lesleyjhubbard | Remote (U.S.)

PROFESSIONAL SUMMARY

Human-centered experience leader with 20+ years designing digital products and 10+ years leading UX strategy inside large, regulated enterprises — financial services and healthcare. I own the end-to-end UX process, from generative and evaluative research (interviews, surveys, usability testing) through personas, journey maps, user flows, wireframes, and high-fidelity prototypes to implementation with engineering partners. Deep experience with clinical operations workflows, WCAG accessibility, design systems, and UX measurement tied to business outcomes. Known for evidence-based stakeholder storytelling, mentoring designers, and building AI-augmented workflows that make whole teams faster.

AREAS OF FOCUS

User Research & Measurement generative & evaluative research · usability testing · heuristic evaluation · personas & empathy maps · journey mapping · Voice-of-the-Customer · UX metrics, behavioral analytics & dashboard reporting

Interaction & Visual Design information architecture · user flows · wireframes & prototyping · visual hierarchy, spacing & typography · responsive design & grid systems · design systems & component-based design

Delivery & Collaboration Agile & lean · developer collaboration (HTML/CSS, front-end frameworks) · design workshop planning & facilitation · WCAG accessibility · mentoring & design critique

AI-Enabled Productivity AI-augmented design workflows · generative-AI research synthesis & content · team enablement & best-practice codification

PROFESSIONAL EXPERIENCE

Lead Designer, Marketing UX/UI

2024 – 2026

Empower | Hartford, CT

- Owned end-to-end UX strategy for high-visibility product work, setting the bar for quality, accessibility, and AI adoption across the team.
- Introduced and operationalized AI-augmented design workflows (Claude, ChatGPT) for research synthesis, journey mapping, and content generation — then codified them into team-wide best practices that cut deliverable turnaround.
- Mentored designers and led design critiques, building a culture of human-centered, evidence-based decision-making.
- Translated ambiguous business requirements into clear, buildable, measurable experience solutions; promoted from Senior to Lead for design leadership and enterprise AI adoption.

Senior Designer, Marketing UX/UI

2022 – 2024

Empower | Hartford, CT

- Led heuristic evaluations and usability testing; ensured remediation met enterprise accessibility (WCAG) standards.
- Diagnosed usability friction and designed human-centered solutions grounded in human-factors and UI principles, taking concepts from wireframe to high-fidelity prototype with cross-functional teams.
- Brought generative AI into research synthesis, journey mapping, and documentation — cutting deliverable turnaround ~40% and raising output consistency.

UX Architect / Design Experience Manager

2014 – 2022

Prudential Financial | Hartford, CT

- Led the end-to-end redesign of the NewYork-Presbyterian (healthcare system) retirement experience — 2020 Pensions & Investments Eddy Award.
- Built a scalable, reusable design system that cut design labor 50% and kept products consistent across platforms.
- Led responsive web and WCAG-compliant accessibility programs across enterprise platforms.
- Directed UX strategy for complex, regulated products, turning ambiguous requirements into research-driven solutions; championed human-centered design through stakeholder training and design advocacy.

Senior Business Analyst

2013 – 2014

Prudential Financial | Hartford, CT

- Streamlined operations for the Institutional Investment Solutions portfolio; facilitated Agile sprint and release cycles and built dashboard reporting for senior leadership across the project lifecycle.

Senior Business Analyst — Clinical Information Technology

2009 – 2011

CIGNA | Bloomfield, CT

- Led a high-profile, cross-functional Agile team on the Clinical Operations Delivery Management program supporting holistic health-management capabilities.
- Mapped clinical workflows, processes, and detailed interaction behaviors across internal teams and vendors — early, hands-on grounding in clinician-facing enterprise systems.
- Drove sprint planning, comprehensive briefings, and high-profile reporting to a cross-matrixed clinical leadership group.

ADDITIONAL EXPERIENCE

Senior Business Analyst Consultant — Information Technology Consulting (Housing System Solutions • ESPN • ConnectiCare Insurance): built high-fidelity prototypes and wireframes from use cases; elicited requirements via user interviews and facilitated design sessions.

Senior Business Consultant — MassMutual Financial Group: reinforced Voice-of-the-Customer KPIs to understand behaviors, barriers, and journey-map scenarios.

Business Consultant — The Hartford Insurance Company

SKILLS & TECHNICAL PROFICIENCY

Design & Prototyping Figma, Sketch, Axure RP, InVision, Adobe Creative Suite

Front-End & Frameworks HTML5, CSS, JavaScript, Bootstrap grid systems, responsive design, Material Design principles, component-based design systems

Research & Analytics UserTesting, UserZoom, Google Analytics, Adobe Analytics, Tableau, KPI tracking, behavioral analytics, dashboard reporting

Process & Delivery Agile, Scrum, lean UX, JIRA, Confluence, design sprint facilitation, WCAG digital accessibility

AI & Emerging Tech Claude, ChatGPT, Gemini, Figma AI, Midjourney, v0, Cursor; prompt engineering for design

AWARDS & RECOGNITION

- Eddy Award — Pensions & Investments, NewYork-Presbyterian retirement site redesign, 2020.
- Regional Emmy Award — Outstanding Individual Achievement in Graphic Design, NATAS (WFSB/CBS station identity), 1999.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts, Graphic Design — University of Connecticut

Certification, Scrum Product Ownership — Scrum Alliance **Associate Certification, Business Analysis** — B2T Training

AI Coursework — Google AI Essentials • NN/g: AI for UX • IxDF: AI in UX Design • Anthropic: Claude 101