

LEN NING EXPERIENCE DESIGN

Innovative design leader and collaborative problem-solver, crafting award-winning digital products. A community builder with a strong sense of empathy.

EXPERIENCE & ACCOMPLISHMENTS

Principle UX Designer (2022 - Present)

athenaHealth - Design System, Network Experience

- Led design system UX team, driving design objectives & strategies, optimizing and innovating Figma library for scale.
- Drove strategy for full implementation of design tokens to support long term scalability.
- Conducted discovery and defined design strategy for state-of-the-art patient banner.
- Designed global framework for 3rd party application integration.

Lead UX Designer (2019 - 2022)

athenaHealth - Global Exp, Design System, Identity Services

- Design lead for multiple product groups.
- Leveraging a comprehensive UCO approach, designed a HIPAA-compliant Telehealth application within 10 days contributing to critical healthcare solutions during the COVID-19 pandemic.
- Architected and executed a holistic redesign of the design system guidance and community site, enhancing accessibility, searchability, and engagement.
- Acted as a mentor and coach to designers and interns, helping them navigate career challenges and build valuable skills.

Design Manager/Content Design Strategist (2016 - 2018)

Columbia Threadneedle Investments

- Guided User-Centered Design for the advisor site, elevating product consideration and customer retention experiences.
- Enhanced the email campaign with gamification, resulting in a 1% increase in click-Through Rate and a 6% boost in Conversion Rate.
- Created email templates for Salesforce Marketing Cloud, achieving a 90% reduction in turnaround time.

VP Interaction Designer (2001 - 2015)

Bank of America - Digital Banking

- Received the Best of Six Sigma award for Increase Customer Satisfaction: Online Banking Customers, View Intraday Activity.
- Secured 1st Place on the Keynote Small Business Banker scorecard in 2014 for Account Aggregation, Tiered Access Privileges and Navigation Panel.
- Oversight of 1000+ UX projects, resources, schedules & budgets, for enterprise level initiatives, consistently achieving on-time delivery.
- Successfully reduced user abandonment by 90% and eliminated defects by redesigning the Online User On-boarding experience during the MBNA and Countrywide mergers.
- Recognized as the subject matter expert for Authentication/ Enrollment and Small Business Banking.

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SKILLS & EXPERTISE

Design Systems, User Centered Design, User Research, Design Tokens, Personas, Interaction Design, Information Architecture, UI Design, Project Management, Usability Testing, Agile, HTML, Mobile, Responsive, Surveys, Card Sorts, Ethnography, Empathy, Participatory Design, Prototyping, Heuristic Evaluation, Content Analysis, Design Systems, Wireframing, Competitive Analysis, User Journey Mapping, Task Flows, User Flows, Design Thinking, Needs Analysis, Instructional Design, ADA (WCAG), Account Aggregation, Natural Language Search, Authentication/Security, Single Sign On, Financial Transactions, WordPress

TOOLS

Figma, JIRA, Adobe Creative Cloud, ChatGPT, Midjourney, Gemini, Sketch, Axure, MS Office, MS Project

DEVELOPMENT

Bentley University

UX Certificate - In progress

General Assembly

Brand Strategy

Design Thinking Bootcamp

User Journey Mapping

San Francisco State University

Information Design

University of Southern California

Business Administration

AFFILIATIONS

UXPA Boston,

BostonCHI