



Brendan Harriff

Senior Product Designer

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EXPERIENCE

Independent Health

August 2019 - Present | Buffalo, NY

Lead UX/UI Designer / UX Manager

Designed and delivered scalable solutions that improved key customer touchpoints, such as enrollment, claims processing, and self-service tools, driving measurable gains in satisfaction, engagement, and retention. Integrated data-driven insights and best practices to create accessible, intuitive, and innovative digital products. Recruited, scaled, and mentored the design team, building a strong foundation for user-centered digital experiences across web and mobile platforms while fostering a culture of innovation, excellence, and accessibility.

After surpassing initial goals, was promoted to UX Manager in July 2022 and gained a dedicated UX Researcher. Led the end-to-end product design process, including user research, journey mapping, wireframing, prototyping, usability testing, and high-fidelity design creation. Championed scalable design systems to ensure consistent and efficient application of brand and UI standards.

Played a key role in transitioning the organization to SAFe Agile processes, serving on the leadership team to champion an industry-standard approach to product delivery.

Collaborated with product managers, engineers, and stakeholders to align design solutions with business goals and technical feasibility. Streamlined design handoffs to ensure seamless delivery of high-quality, mobile-first experiences.

Pocketknife Studio

May 2018 - February 2023 | Upstate, NY

Founder, Principle Designer

After years of freelancing, finally launched a product design business, transitioning to an S-Corp and operating full-time in 2018 and 2019. While managing all aspects of operations—client acquisition, contracting, and budgeting—collaborated closely with executive-level stakeholders, including CEOs, VPs, CTOs, Product Directors, Solution Architects, and Engineers, to bring ideas to life through innovative, user-centered product design. Notable projects included:

- **Summit:** Designed iconography and visuals for their mobile app and online platform. Featured in Forbes, The New York Times, The Wall Street Journal, Newsweek, and Fast Company, Summit hosts events for diverse innovators and holistic leaders around the world.
- **Independent Health:** Designed custom iconography and went through a full-blown redesign process for their mobile app for this not-for-profit health insurance company, serving nearly 380,000 members in Western New York with a focus on preventive care.
- **AutoRestorer:** Designed the relaunch of an online platform for this longstanding publication, known for expert how-to guides and tips for vehicle restoration enthusiasts.

Helm UX

October 2016 - July 2018 | Buffalo, NY

Design Director

Defined and drove Helm's design vision while establishing foundational design processes and workflows. Led a team of designers in creating data-driven UX and UI experiences, spearheaded ideation and infrastructure architecture for both start-up and conducting weekly design reviews, and managing client meetings to ensure alignment and

EDUCATION

Asbury University

BA in Media Communications
Emphasis in Production, Multi-Media Design
2010

Eagle Bluff Christian Academy

High School Diploma
2006

SKILLS

Accessibility
Adaptability
Agile
Attention to Detail
Branding & Visual Identity
Critical Thinking
Cross-Functional Collaboration
Design Strategy
Design Systems
Front-End Knowledge
Information Architecture
Interaction Design
Mentorship
Problem Solving
Presentation Skills
Product Design
Responsive Design
Stakeholder Management
Team Management
User Experience Design
User Flow & Journey Mapping
User Interface Design
User Research
Usability Research
Visual Communication
Wireframing & Prototyping

TOOLS & TECHNOLOGIES

Figma, Android, Asana, Axure, Azure, Bootstrap, Figma, Framer, Git, Illustrator, Invision [RIP], iOS, Jira, MacOS, Miro, Monday, MS Office, Photoshop, Prototipe, Sketch, Slack, Trello, TryMyUI, Usability Hub, UserTesting, Workday, XD

EXPERIENCE CONTINUED...

high-quality execution Leveraged industry best practices, research, and analytics to inform design decisions. Delivered user personas, facilitated whiteboarding sessions, and established clients. Notable projects included:

- Design for ACV Auctions, a start-up online marketplace for buying and selling used cars between dealers. This work contributed to the startup's success in securing \$93 million in venture funding in 2018.
- Design and iconography for AireXpert, a digital product that optimizes aircraft maintenance operations with real-time collaboration, event-driven data, and a single source of truth for technical, engineering, and management teams. Used by Boeing, United Airlines, and JetBlue, along with over 11,000 aviation and aerospace professionals.
- Iconography design for Lloyd Taco Factory and Churn, a soft-served ice cream establishment in Buffalo, NY. Featured on CNBC's show "Restaurant Startup." Iconography was additionally used in their print menu boards and wall art throughout their brick and mortar establishments.

Fancy Labs

April 2015 - October 2016 | Buffalo, NY

Art Director

Responsible for concept development and design execution across interface architecture, UX prototyping, UI mockups, and iconography design for web, iOS, and Android platforms. Provided feedback, critique, guidance, and solutions to design challenges for team members. Collaborated with various clients, including:

- Assisted in the design of Switchboard, a digital video publishing platform for NowThis News, the leading social news brand in the world, enabling centralized, collaborative management and publishing of stories across social media.
- Contributed to the design of Welco.me, an innovative travel planning app powered by generative AI to deliver personalized travel itineraries for cities worldwide. Featured by The New York Times, Apple, TechCrunch, and more.
- Supported the design of The Loyalist, an online platform for sports apparel creation and fulfillment, providing e-commerce solutions for sports leagues and athletic organizations.
- Design for Remind, the leading communication platform in education, enabling over 20 million educators, students, and parents to communicate securely

Southland Christian Church

July 2012 - March 2015 | Lexington, Kentucky

Web Designer

Responsible for designing, prototyping, and front-end implementation of the organization's web platforms. Additionally managed content creation and website updates, including custom email marketing campaigns. Monitored and reported on engagement across all web platforms, driving strategic initiatives that attracted an average of one million visits annually.

Frazer UMC

May 2010 - July 2012 | Montgomery, AL

Web Designer

Designed and developed the organization's web platform using Expression Engine CMS, and created event-specific websites with WordPress. Led the procurement, onboarding, and integration of Lightcast media for live streaming and archived video content. Managed social media channels and oversaw content creation while assisting in weekend production.

RECOGNITION

#1 in Digital Experience
among Commercial Member Health Plans in New York by JD Power.
2024 - Independent Health

#1 in Member Satisfaction
among Commercial Member Health Plans in New York by JD Power.
2020 - Independent Health

REFERENCES

Available upon request.