Jill Groboski Vahlin

portfolio: jillgroboski.com | LinkedIn: www.linkedin.com/in/jillgroboski/ | jillgrobo@gmail.com | 773-484-0738

EXPERIENCE

Onlife Health (a subsidiary of Guidewell) / UX/UI Designer
January 2022 – January 2024

- Led the redesign of member-facing digital wellness applications for web and mobile platforms, applying strategic design thinking to enhance user experience.

- Developed a comprehensive design system and pattern library ensuring brand consistency and WCAG 2.1 compliance across platforms.

- Conducted user research, heuristic studies, and competitive analysis to inform design decisions and usability enhancements.

- Facilitated usability testing and iteratively refined designs based on user and cross-functional team feedback.

- Collaborated closely with cross-functional teams to align designs with business objectives and technical feasibility.

- Created interactive prototypes and design comps using Adobe XD and Figma for stakeholder presentations.

- Identified and addressed design defects through meticulous review processes and JIRA ticket management.

Guidewell / UX/UI Designer
March 2016 – January 2022

- Collaborated with the design team to redesign the member-facing health insurance sales application, simplifying user experiences based on iterative user feedback and user-centered design principles.

- Established a design system meeting WCAG compliance standards, fostering consistency across platforms.

- Collaborated cross-functionally to drive product decisions and enhance user journey mapping through persona-driven insights.

- Contributed to the development of Android and iOS mobile apps for sister company, Florida Blue.

- Conducted rigorous design defect assessments and reported findings for continuous improvement.

Craimark / Web Designer
January 2015 — March 2016

- Conceptualized and executed wireframes and mockups for small business marketing websites.

- Developed websites using Wordpress, HTML, and CSS, ensuring high-quality design and functionality.

Florida Blue / Front-End Developer & Visual Designer

May 2014 — August 2014

- Updated user interface designs and developed HTML prototypes within an Agile team environment.

- Contributed to wireframing and mockup creation for various projects.

Shepherd Agency / Digital Designer

April 2012 — May 2014

- Designed email campaigns, banner ads, websites, and landing pages, employing Drupal, HTML, and CSS.

- Collaborated with teams to deliver visually appealing and engaging digital assets.

EDUCATION

AA in Web Design & Interactive Media

2013 | Art Institute of Jacksonville

BS in Biological Engineering

2000 | University of Missouri - Columbia

SKILLS

Figma • Adobe XD • Adobe Photoshop • Adobe Illustrator • Usability Testing • HTML/CSS