

Jill Groboski Vahlin

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Professional Summary

Senior Product Designer with 12+ years of experience leading research-driven redesigns of complex, enterprise applications. Skilled at modernizing legacy systems, aligning cross-functional teams, and translating user pain points into strategic product decisions. Known for bringing clarity to ambiguity and designing solutions that balance business goals, technical constraints, and real-world workflows.

EXPERIENCE

Owens & Minor / Sr. Product Designer

April 2024 – March 2026

- Led UX strategy for modernization of a 20-year-old enterprise inventory management platform used by clinicians and inventory managers.
- Conducted onsite research, user interviews, surveys, and heuristic evaluations to identify workflow inefficiencies and usability gaps.
- Synthesized findings into personas, journey maps, and prioritized design initiatives that informed product roadmap decisions.
- Redefined system navigation and future-state information architecture to support scalability and task efficiency.
- Designed a role-based dashboard experience to deliver job-focused landing pages aligned to user needs.
- Partnered with Product Owners and Head of Product to refine requirements and ensure usability was embedded in decision-making.
- Presented research insights to Sales and Implementation teams, incorporating frontline customer feedback into design strategy.
- Improved legacy workflows within ASP.NET constraints, elevating user experience without full system rebuild.

Onlife Health (a subsidiary of Guidewell) / UX/UI Designer

January 2022 – January 2024

- Led end-to-end redesign of member-facing digital wellness applications across web and mobile platforms.

- Built and scaled a WCAG-compliant design system to ensure accessibility and brand consistency.
- Conducted usability testing, competitive analysis, and iterative prototyping to improve engagement and clarity.
- Collaborated cross-functionally with product and engineering to align UX decisions with business goals and feasibility.
- Managed design QA and defect resolution through structured review and JIRA workflows.

Guidewell / UX/UI Designer

March 2016 – January 2022

- Played key role in redesigning a health insurance sales platform, simplifying complex enrollment workflows through user-centered design.
- Established foundational design system standards to improve consistency and accessibility.
- Contributed to Android and iOS mobile applications supporting sister brand initiatives.
- Facilitated persona-driven journey mapping to inform product decisions across teams.

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 wireframe 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

UX Strategy & Research

User Interviews • Heuristic Evaluations • Journey Mapping • Persona Development • Usability Testing • Information Architecture

Design & Prototyping

Figma • Adobe XD • Design Systems • Wireframing • High-Fidelity Prototyping

Collaboration & Delivery

Cross-Functional Leadership • Stakeholder Presentations • Agile Environments • Design QA • Accessibility (WCAG 2.2)