

Jill Groboski Vahlin

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Frankfort, IL (Chicago Area)

Senior Product Designer | Healthcare | Enterprise Systems

Senior Product Designer with 8+ years of experience designing complex, data-rich platforms across healthcare and enterprise environments. Known for transforming fragmented workflows into clear, intuitive experiences that support real-world users across interconnected systems. Strong collaborator across product, engineering, and research, with experience leading design from discovery through delivery in fast-moving, constraint-heavy environments. Skilled in simplifying operational complexity, evolving scalable design systems, and leveraging AI-assisted workflows for research synthesis, ideation, and rapid prototyping.

Core Skills

UX & Product Design

User Flows • Interaction Design • Information Architecture • Wireframing • Prototyping • Responsive & Mobile Design • Complex Workflow Design • Multi-Persona Experiences

Research & Validation

User Interviews • Usability Testing • Heuristic Evaluations • Journey Mapping • Research Synthesis • Data-Informed Design Decisions

Systems & Collaboration

Design Systems • Component Libraries • Accessibility (WCAG) • Cross-functional Collaboration • Agile/Iterative Development • Developer Handoff

Collaboration

Cross-functional Collaboration • Stakeholder Communication • Agile & Iterative Development

Tools & Emerging Technology

Figma • Variables • Auto Layout • Components • Interactive Prototyping • AI-assisted Ideation • Research Synthesis • Rapid Prototyping

Experience

Owens & Minor / Sr. Product Designer

April 2024 – March 2026

- Led UX design for modernization of a 20-year-old healthcare inventory management platform used across hospital systems, improving clarity and usability within complex, data-heavy workflows.
- Conducted discovery research through stakeholder interviews, onsite visits, surveys, and heuristic evaluations to identify workflow inefficiencies, navigation pain points, and operational gaps across multiple user groups.
- Designed scalable navigation and information architecture concepts that simplified access to key workflows while supporting future platform growth and modular expansion.
- Created unified product management experiences that consolidated fragmented workflows, reduced context switching, and surfaced critical operational data within a single interface.
- Balanced long-term UX strategy with MVP delivery constraints by adapting solutions in partnership with product and engineering teams during active platform modernization efforts.
- Contributed to evolving component-driven design patterns and reusable UX structures to improve consistency across legacy and modernized experiences.
- Collaborated cross-functionally with product managers, engineers, implementation teams, and business stakeholders to align user needs with technical and operational realities.

Onlife Health / Product Designer

January 2022 – January 2024

- Led UX improvements for a consumer wellness platform across web and mobile experiences, focused on helping users better navigate health journeys and ongoing engagement programs.
- Conducted usability testing and concept validation research to identify friction points related to navigation, discoverability, and user progression through wellness activities.
- Designed and validated experience concepts that improved visibility into in-progress activities and clarified recommended next actions for users.
- Partnered with product and engineering teams to prioritize high-impact user needs within MVP and technical delivery constraints.

Guidewell / UX/UI Designer

March 2016 – January 2022

- Played a key role in redesigning a health insurance sales platform, simplifying complex enrollment workflows through user-centered design
- Established foundational design system standards and reusable UI patterns to improve consistency and accessibility across products
- Contributed to Android and iOS mobile applications supporting sister brand initiatives

- Facilitated persona-driven journey mapping to inform cross-functional product decisions
- Participated in design critiques and cross-team collaboration to align on user-centered solutions

Craimark / Web Designer

January 2015 — March 2016

- Designed and developed marketing websites for small businesses using WordPress, HTML, and CSS

Florida Blue / Front-End Developer & Visual Designer

May 2014 — August 2014

- Created UI designs and HTML prototypes within an Agile team environment

Shepherd Agency / Digital Designer

April 2012 — May 2014

- Designed and developed digital marketing assets, including websites, emails, and landing pages, using Drupal, HTML, and CSS

Education

AA in Web Design & Interactive Media

Art Institute of Jacksonville

BS in Biological Engineering

University of Missouri - Columbia