

Lionel Roy

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Lead / Principal UX Designer | Product Design Leader | Human-Centered Strategist

Design leader with 15+ years shaping digital products across healthcare, fintech, education, and enterprise SaaS. I help organizations improve customer experiences while strengthening how design teams operate. My work combines strategic direction, hands-on craftsmanship, and measurable business impact.

Impact Highlights

- Led statewide redesign of a student planning platform used across California
- Reduced design-related operational costs by 25% through process improvements
- Increased customer engagement by 20% through experience redesign
- Built UX programs and research practices from the ground up
- Designed scalable design systems to improve consistency and delivery speed
- Introduced AI-assisted tools to streamline research and design workflows
- Inventor on 3 U.S. patents related to mobile interaction design

Core Skills

Leadership & Strategy

Experience Strategy • Cross-Functional Alignment • Team Mentorship • Design Practice Development

Product Design & Craft

End-to-End UX • E-commerce & Platform Design • Interaction Design • User Research • Design Systems

Innovation & Modernization

AI-Assisted Design • Workflow Automation • Emerging Interaction Models

Professional Experience

UX Lead — Photon (Apr 2023 – Present)

Lead UX work for enterprise clients, including Labcorp OnDemand, a consumer healthcare e-commerce platform.

- Improve the online experience for customers purchasing lab tests, focusing on clarity, trust, and ease of checkout
- Simplify complex healthcare purchase flows while working within regulatory and accessibility requirements
- Collaborate closely with product, engineering, and business teams to deliver practical, measurable improvements
- Introduce AI-assisted tools to help teams analyze customer feedback and move faster
- Mentor designers and help raise the overall quality and consistency of UX work

Deputy Director User Experience — CCGI (May 2019 – July 2022)

Brought in as the organization's first UX leader to improve and redesign CaliforniaColleges.edu, a statewide platform that helps students plan for college and financial aid.

- Led the full redesign of the platform to make college and financial aid planning easier to understand and complete
- Designed a financial aid planning experience to support FAFSA and CADAA completion
- Established user research practices to better understand student needs and measure improvements
- Created a design system to improve consistency across tools and speed up delivery
- Helped product and engineering teams adopt more user-centered ways of working

Experience Director — AVB Marketing (May 2018 – Feb 2019)

Led UX strategy across digital platforms supporting a national network of appliance retailers.

- Improved customer-facing online experiences across multiple digital products
- Reduced design operational costs by 25% by improving workflows and asset management
- Increased engagement by 20% through clearer and more user-friendly design
- Mentored designers transitioning from visual/UI roles into UX and product design

Senior UX Designer — Breyta (Sept 2015 – Apr 2018)

Led UX projects for healthcare, education, and enterprise clients.

- Managed projects from early discovery through final delivery
- Worked directly with clients and executives to understand goals and translate them into usable digital experiences
- Improved internal design processes to increase team efficiency and quality
- Designed complex platforms requiring coordination across multiple stakeholders

Additional UX Experience (PubMatic • U.S. Bank • Ooyala • Intuit)

- Designed mobile payment and enterprise analytics tools
 - Worked on fintech and advertising technology platforms
 - Contributed to early mobile design standards and interaction patterns
 - Awarded 3 UX-related patents
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Innovation & Intellectual Property

Inventor on three U.S. patents focused on improving mobile interaction and interface usability:

- US Patent 9338432 — 3D Mobile Interface Interaction
 - US Patent 8718367 — Contextual Text Recognition Display Systems
 - US Patent 8605034 — Motion-Based Mobile Navigation
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Education

De Anza College — Film & Graphic Design
ESRA Paris — Film Production