

Eric Moore

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Summary: Senior Product Designer with 8+ years of experience in healthtech, fintech, and enterprise SaaS. I build design systems and workflows that engineers and AI agents can implement without guesswork.

Experience

Refill: Lead Product / UI Designer (Contract) · Nov 2025 – May 2026

- Created Script, a token-based design system for three apps, written so engineers and AI coding agents get the same UI from the same file.
- Designed and built REBL, an async telehealth patient portal, from concept to launch in four weeks (Next.js, Sanity CMS), with 33+ medications clinical staff manage in Notion.
- Built UTM tracking across two domains so campaign and referral data carries through to completed intakes.

Pip: Independent Product & Brand Designer · May 2025 – Present

- Designed brand, website and patient onboarding for health and wellness practitioners, including Verity, with booking and intake built around Boulevard and Charm EHR constraints.
- Built booking and customer acquisition sites for small service businesses.

Optavia: Senior Product Designer (promoted from UX Product Designer) · Feb 2022 – Jun 2025

- Led design for core mobile and web features for 800K+ monthly active users, working across 9 product managers.
- Designed the consumer acquisition flow (goal-to-plan questionnaire, onboarding) supporting the shift from coach-led to client-led growth. Built and managed a cross-platform design system that sped up engineering handoff.

SimpleNexus: UX Designer · Jan 2020 – Feb 2022

- Designed mobile-first mortgage workflows for borrowers, lenders and agents, simplifying compliance paperwork and conditional logic.
- Ran 5-day design sprints that produced a pre-qualification letter generator.

Earlier: Epic Marketing, UX/UI Designer (2019–2020) · Vivint Smart Home, Multimedia Designer (2018–2019)

Education: BYU, B.A. Graphic Design (2017) · ELVTR, AI Product Design · SLCC, Web Development

Skills: Product design, UX/UI, design systems and tokens, prototyping, user research, usability testing, information architecture, healthtech, fintech

Tools: Figma, Claude Code, Adobe Suite, Tailwind v4, Next.js, Sanity CMS