

Brandon Hagstrom

Minnesota (Twin Cities)

(612) 747-1349 | bthagstrom@gmail.com | www.linkedin.com/in/brandonhagstrom/
www.brandonhagstrom.com/ (UnitedHealthcare Portfolio password: HealthyLives77!)

Senior level/Manager of Product/UX Design

Experienced design contributor, strategist and leader bringing people together to craft data-informed, human-centered experiences that businesses and brands leverage to connect, expand, and maintain valuable customer relationships.

Business competencies

Relationship Building | Team Building | Evaluating and Hiring Talent | Effective Communication | Strategic Planning | Project Management | Facilitation | Collaborative Problem-solving | Process Improvement and Development | Delegation | Design Thinking, User-centered and Human-centered Design

Technical skills

UX Research | Information Architecture | Web and Native App Design | Interaction Design | Visual Design | Rapid Ideation | Design Systems | Wireframing and Prototyping | Requirements Gathering | Figma | Sketch | Adobe Creative Suite | Microsoft Suite | Google Suite | Jira | Aha | Workfront | Trello

Professional experience

UnitedHealthcare | Minnetonka, MN (Hybrid)

September 2018–August 2023

Director of Design, April 2022–August 2023

Led design discovery and delivery for five product roadmaps in claims and payments, ensuring consistent design and content standards across business segments while unifying experiences, achieving feature parity between web and app, enhancing user satisfaction, and usability. Managed and led a team of multidisciplinary experts, including Content Designers, Design Managers, DesignOps, Design Strategists, Researchers, Service Designers and UX/UI Designers.

- Initiated design discovery and planning for product organization's migration to a unified design system. Identified gaps, aligned decision-makers, and built an execution strategy that became a key focus for 2024.
- Facilitated development and implementation of a continuous discovery process to inform future business opportunities and initiatives.
- Combined two disparate teams into one and tripled the team from five to fifteen in four months.
- Championed a culture of CARE (Collaboration, Accountability, Respect, Empathy) that empowered individuals to meet expectations.
- Served as culture ambassador for the design organization (100+ employees), implementing new routines, processes, and traditions for employee onboarding and recognition, operations, and learning opportunities.
- Authored key contributions to the design process, team communication strategy and project management solutions that accelerated decision-making, kept key people informed, enabled knowledge-share, transparency, and buy-in.
- Collaborated with cross-functional partners in identifying areas to drive consistency, streamline work-streams, save on costs, and simplify experiences across various member touch-points.

Principal UX Designer, September 2018–April 2022

Managed UX design strategy, planning and execution across a team of three designers (I was also an individual contributor) and almost a dozen internal applications and capabilities.

- Designed and delivered solutions that consolidated tools, decreased manual process, increased usability, and modernized how various operations and field-facing teams interact with healthcare professionals.
- Orchestrated and facilitated UX research that uncovered key insights to take into the design and development process.
- Paired research and data with a designer's intuition to drive decision-making in a complex, highly matrixed, ever-changing, and iterative environment.

Irish Titan | St. Louis Park, MN (Hybrid)

February 2016–August 2018

Creative Lead

Directly accountable for visual execution of print and digital channels for b2b and b2c brands and businesses. Routinely involved in pre-sales, project estimation and identifying key engagement opportunities.

- Spearheaded reinvention of the ecommerce agency's visual brand and marketing and client acquisition website.
- Coordinated implementation of new centralized processes for design and business development.
- Collaborated daily with internal teams and clients through workshop facilitation and creative presentations.

Hell's Kitchen Minneapolis | Minneapolis, MN (Hybrid)

September 2010–February 2016

Design and Creative Specialist

Influential contributor and strategic partner to the owners and marketing team in many exciting and truly distinct and successful marketing strategies for any restaurant of its kind.

- Produced almost 100% of all digital and print collateral.
- Designed, developed, and maintained hellskitcheninc.com, which amplified online sales, traffic and social engagement by tenfold.

Education

Graphic Design, BFA

University of Minnesota Duluth