Celeste Adeyemi-Park

Lead UX Designer | Senior UX Designer | Interaction Designer

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PROFESSIONAL SUMMARY

UX design lead with 12 years in healthcare and consumer apps, leading designers and researchers on products used by patients, clinicians and caregivers. Builds research practices, design systems and accessible experiences, and turns user evidence into product strategy. Still designs hands-on for the hardest flows each quarter.

PROFESSIONAL EXPERIENCE

Lead UX Designer

Mar 2021 — Present

Cascade Care Connect · Seattle, WA

- Lead a team of five designers and two researchers across the patient app and clinician portal, setting priorities with product and engineering directors.
- Built a research operations program with a patient panel and consent process, letting squads run usability tests within days instead of weeks.
- Drove an accessibility overhaul to WCAG 2.2 AA with engineering, including screen reader testing with patients who use assistive technology.
- Redesigned medication refill requests with pharmacists and patients, reducing incomplete requests and phone calls to clinics after launch.

Senior UX Designer

Jan 2017 — Feb 2021

Brightwater Fitness Apps · Portland, OR

- Owned the iOS and Android onboarding experience for a subscription fitness app, testing flows that improved trial-to-paid conversion over two releases.
- Created the company's first design system in Sketch, later migrated to Figma, reducing inconsistent components across three apps.
- Mentored three junior designers and introduced weekly design critiques open to engineers and product managers.

Interaction Designer

Jun 2014 — Dec 2016

Northbank Digital Studio · Portland, OR

- Designed websites and mobile apps for regional banks, utilities and nonprofits, from wireframes through visual design and developer handoff.
- Facilitated discovery workshops with client stakeholders and turned outcomes into user flows and site maps.

EDUCATION

MS, Human-Computer Interaction — Pacific Rim Institute of Technology *2014*

BA, Psychology — Evergreen Coast University *2012*

SKILLS

Technical: Design leadership, Research strategy, Design systems, Accessibility (WCAG 2.2), Healthcare UX, Service design, Figma, Prototyping, Workshop facilitation, Product strategy, Hiring and mentoring, Mobile design

Certifications: IAAP Certified Professional in Accessibility Core Competencies (CPACC)