

Halie Strike

Product Designer · Design Engineer

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Eight years designing complex healthcare and consumer software, three and a half of them leading a product design team. I work in the space between a problem and its solution — untangling systems and turning ambiguity into experiences that feel simple. Now moving back to individual contribution, building front-end alongside the design.

EXPERIENCE

MEDBRIDGE · MAY 2023 — PRESENT

Director of Product Design

Shaping product vision and driving alignment — not just defining end states, but helping teams see possibilities early, build buy-in, and make confident bets in moments of uncertainty.

- Guided the evolution from a primarily education-focused platform into a scalable care ecosystem: supported a rebrand, launched a new care platform, and integrated additional care experiences.
- Led design across the Keystone, Pathways, Educate, growth, and go-to-market workstreams.
- Grew the design function from a team of one to three, interviewing 30+ designers and learning which skills and perspectives complement each other in practice.
- Ran the initial proof of concept for design engineering, then redefined the team around it — fully coded a Storybook component library and began shipping front-end code alongside engineering, closing the gap handoff creates.
- Built an internal tool solo that shows the health of core workflows, sets goals against them, and tracks how shipped work moves the needle.
- Designed for RFPs that became the company's largest customers, producing comprehensive, thoughtful design on short turnarounds for final presentations.
- Stayed a substantial individual contributor throughout, designing across the entire platform — clinician-facing work in the web app and patient-facing work on mobile.

OPTIMIZE HEALTH · NOV 2021 — APR 2023

Product Designer

Remote patient monitoring. The working proof of concept users were on wasn't cutting it — it was time to grow into the product people were envisioning.

- With one other designer, delivered a complex patient record and communication tool, organization management, tasking, and a full billing reporting solution inside a year — essentially the product, from the ground up.
- Ran research through Userlytics and kept a regular cadence of sessions with internal users, the CS team, and clients themselves, alongside high-fidelity mocks and prototypes.
- Facilitated a regular cadence of stakeholder sessions with internal teams, keeping design decisions visible and aligned as the product grew.
- Built and managed an in-depth Figma component library that kept patterns consistent and carried them cleanly into code, and directed a third-party design firm against that documentation when the team needed extra hands.

RESTAURANT BRANDS INTERNATIONAL · MAR 2020 — NOV 2021

Product Designer, Brand Lead

Burger King, Popeyes, and Tim Hortons — three global brands with over 100 million user sessions a month, at the moment app ordering stopped being a convenience and became the only safe way to get food.

- Built high-fidelity mocks and prototypes across all three brands, then grew into leading brand-agnostic authentication.
- Acted as design lead and liaison for the Tim Hortons brand, and owned Burger King's international markets.
- Spearheaded a micro-brand's MVP from first idea through engineering implementation.
- Led initiatives in the CMS and franchisee portal, working closely with the engineering lead to design around the real limitations of point-of-sale hardware.
- Supported other designers on the team through critique and pattern decisions.

CARECLOUD · MAY 2018 — MAR 2020

UX Designer

First UX role, joining at the start of a full ground-up rebuild of a legacy healthcare SaaS product.

- Built high-fidelity mocks and prototypes across 5 of the 7 core sections — claim remittance, front office, settings, patient portals, and the guarantor center — and built a shared component library with the UI engineering lead.
- Designed for complex workflows, like clinician schedulers and claim submissions, to make the application easier for both super users and new users alike.
- Interviewed internal stakeholders and multi-million dollar clients to find where designs fell short of real workflows, including shadowing users in a competitor's product.
- Produced high quality designs in a fast paced environment, producing more than 3,000 mocks in a single year between myself and another designer while interviewing, onboarding and managing timelines for two new entry level designers.

LEADERSHIP

- Built and led a design team of three over three and a half years — hiring, growth plans, and an environment where designers stretch, set goals they're genuinely excited about, and learn from one another.
- Rescoped the team's responsibilities and deliverables, and defined what the career ladder and growth path look like for designers.
- Shifted from building a team that could execute my vision to one where each designer could develop their own.
- Mentored a designer moving into UX from user analytics over two years, from design patterns and component creation to her working relationship with engineering.

SKILLS

DESIGN Complex, high-stakes product design · product vision and alignment · design systems, coded and in Figma · research and prototyping

ENGINEERING Claude Code

TOOLS Figma · UserTesting · Pendo · Google Suite · Claude · ChatGPT · VS Code · GitHub

EDUCATION

Bachelor of Graphic Design — Art Institute of Wisconsin