

Casey Drummond

Product Design & UX Research Leader · AI Experience · Design Systems · Complex Platforms

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— SUMMARY

Product design leader with 20+ years turning complex, high-stakes problems into clear, trusted experiences across web and mobile. A player-coach who has led designers and research, built design practices and systems from the ground up, and partnered with Product, Engineering and Data Science to ship measurable outcomes across healthcare, life sciences, IoT, enterprise and public-sector products.

— AREAS OF EXPERTISE

Design leadership & mentoring · 0→1 product strategy · AI experience design (voice, tone, guardrails) · Conversational UX · Interaction architecture · Design systems & tokens · Data visualization · Mixed-methods research · A/B testing & experimentation · Journey mapping & service design · Accessibility (WCAG 2.2 / Section 508) · Regulated environments (FDA, GDPR)

— EXPERIENCE

Zimmer Biomet · San Diego

09/2022 – 02/2026

Product Design / UX Associate Director (Player-Coach)

- Led 3 designers (direct reports) across AI-enabled consumer and professional products, including a two-sided platform spanning a patient app and clinician dashboards.
- Defined interaction models, voice and tone, and safety guardrails for an AI assistant — including when to answer, defer or hand off to a human expert — projected to reduce inbound call volume 18%.
- Ran A/B tests on the AI chat experience; partnered daily with Product, Data Science and AI Engineering to turn results into roadmap decisions.
- Increased design velocity 25% with a mixed-methods research framework and raised WCAG 2.2 AA compliance from 65% to 98% in an FDA-regulated environment.

Taoglas · San Diego

07/2020 – 07/2022

Product Designer / UX Marketing Manager

- Consolidated five siloed operations apps into one authenticated, multi-tenant platform, aligning five teams on a single information architecture through service blueprints and journey maps.
- Built the design practice from the ground up, taking UX maturity from stage 1 (Absent) to 4 (Structured) on the NN/g model with repeatable workflows, team rituals and a shared design system.
- Designed role-based, real-time data-visualization dashboards; launched across 9+ cities and venues with same-day remote deployment of new monitoring zones.
- Art-directed launch campaigns across print, digital, social and motion — on brand, on budget and on schedule.

Illumina · San Diego

10/2018 – 01/2020

Senior Product Designer & Human Factors Engineer

- Increased feature adoption 42%, reduced time to first value 35% and lifted task completion 28% with a self-serve developer console, validated in 9 usability sessions across 4 countries.
- Delivered the full research-and-design cycle on a 20-day runway, from MoSCoW prioritization to production-ready handoff.

— EXPERIENCE, CONTINUED

Optum (contract) · San Diego

10/2016 – 09/2018

Senior Product UX Designer

- Redesigned high-density medical-coding workflows and error states, reducing user errors 22%.
- Founded and led a Data Visualization Center of Excellence, standardizing dashboard patterns into a shared design system and cutting design-to-engineering handoff time 20%.

Solar Turbines (contract) · San Diego

07/2016 – 10/2016

Senior Product UX Designer

- Modernized legacy enterprise applications by leading global, cross-functional discovery workshops, improving operational efficiency for distributed teams.

Centers for Disease Control and Prevention (contract) · Atlanta

01/2005 – 07/2016

Senior UX Specialist & Web Developer

- Rebuilt the "My Water's Fluoride" consumer app with a mobile-first information architecture, lifting engagement 45% and cutting task time in half.
- Led remote usability testing, card sorting and focus groups with the public and subject-matter experts, raising satisfaction 38%.
- Earned awards in the Emergency Operations Center keeping crucial guidance current and easy to find during H1N1, Deepwater Horizon, extreme heat, lead and carbon monoxide emergencies.
- Over 11 years, established design systems, style guides and web standards for CDC.gov, advising the CDC.gov Council on accessibility and consistency.

The Coca-Cola Company (contract) · Atlanta

01/2004 – 07/2005

Web Developer

- Streamlined global brand content rollouts reaching 30,000+ employees, cutting project turnaround by about four business days.

— SELECTED PROJECT

AI chat interface for patient recovery · Maven AI-Native program

- Designed end to end — system map, components and guardrail spec — with low-confidence fallbacks and one-tap escalation to a named human.

— EDUCATION

MS, Human-Computer Interaction, with Distinction
DePaul University, Chicago

BBA, Computer Information Systems
Georgia State University, Atlanta

— TOOLS

Figma (Design, Make, tokens) · Claude Code · Google Gemini · Axure RP · Sketch · Miro · Zeplin · Jira · Confluence · Adobe Photoshop & Lightroom

— CERTIFICATIONS

Master UX Design for AI
Maven / HCAI Institute, 2026

Build Scalable UI in Figma for Agentic AI Workflows
Maven, 2026

— AWARDS

8 design and leadership awards from the CDC, Optum and Northrop Grumman Public Health

— INVOLVEMENT

UX Speakeasy San Diego · SDxD · IxDA Atlanta · DePaul HCI Community