

Maxwell Young, User Experience & Product Designer

I make complexities understandable, not simple. What I enjoy most is diving into the essence of products, services, and organizations to learn, plan, design, implement, and measure changes. I work to benefit not only people but also their environments—and to empower others to do the same.

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Skills

Methods and Processes: Jobs to be Done | WCAG Accessibility | DesignOps | Service Blueprinting | Journey Mapping | Information Architecture | Human-Computer Interaction | Agile | Scrum | Kanban

Tools: Figma | Sketch | Adobe Suite | Origami | Lottie | Airtable | Notion | Jira | iOS | Android | CSS | Angular | React

Certifications: LEGO® Serious Play® Certified Facilitator | PSU I - Scrum with UX (in progress)

Work Experience

Design Lead | Everly | 03/2021 – Present

- Lead design and dev team to research, concept, test, design, and implement web and native mobile experiences for financial services, resulting in first-to-market product launch of 100% digital permanent life insurance policies.
- Act as product owner for website and mobile apps, build roadmaps, scope capacity, coordinate with other teams (legal, dev, QA, marketing, etc.), plan and execute sprints, accept stories, and mentor design skills to all roles.
- Responsible for DesignOps; established team structure, hiring process, workflows and tools, design systems, design principles, accessibility requirements, copywriting guidelines, research repositories, and success metrics.
- Manage design team of 15+; composed of product designers, illustrators, researchers, and writers; team members range from junior to director level, in-house FTEs and contract via agencies, across 7 locations and 4 time zones.

UX Design Consultant | Kin and Carta | 06/2017 – 03/2021

- Led UX and product design in collaboration with strategy, research, and development teams to launch financial services on web and iOS/Android to help enable digital wealth management for over \$1.5 trillion in assets.
- Led UX and product design for multiple software teams to launch field planning and satellite imagery features for agriculture in several iOS/Android apps totaling 5,000+ monthly average users and \$2 million+ yearly sales.
- Led product strategy, UI design, and UX research in collaboration with data scientists, architects, and developers to deliver a progressive web app that leveraged machine learning and data lakes to provide actionable insights for agricultural decisions during harvest season.
- Mentored and trained designers on design methods, consulting skills, UX research, and career progression.

UI/UX Designer | University of Illinois | 09/2015 – 05/2017

- Collaborated as part of the web design development team to build a design system and content management system for college websites. Created info architectures, user flows, wireframes, and high-fidelity UI designs.
- Conducted stakeholder interviews and user research to understand business requirements and user needs.

Technical Advisor | Apple | 01/2016 – 01/2017

- Provided technical support for users, created educational tools and workflows for advisors, and onboarded new hires.

Web Developer | Macmillan Education | 05/2013 – 01/2016

- Designed and developed interactive educational websites for college students with HTML/CSS, XML and JS.

Education

BFA Graphic Design | University of Illinois at Urbana-Champaign