

Zahra Langford (she/her)

Product Design Leader

Design leader with 15+ years championing end-to-end design of artificial intelligence (AI), healthcare, finance and ecommerce products for B2C and SaaS B2B companies. Known for influence, customer empathy and measurable results.

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EXPERIENCE

Director of Product Design

Jan 2019 – April 2023

HealthPointe Solutions | Austin, TX (Remote)

Led strategic vision, systems thinking and design execution for AI, machine learning (ML) and natural language processing (NLP)-driven products improving healthcare outcomes at SaaS B2B startup.

- Established and managed remote design team, expanding from 0 to 3 designers, providing clear direction, feedback, mentorship and growth opportunities to create inclusive, high-performing culture.
- Formulated and executed design strategy aligned with company vision, drove portfolio and product design decisions based on user needs and business goals.
- Influenced transition from technology- to user-centered company, forging close partnerships with leadership, data science and sales teams to build shared understanding, resulting in 300% improvement in sales pipeline conversion.
- Boosted sprint velocity of product delivery 52% by refining communication between design and development teams, identifying strategic opportunities to improve efficiency: design documentation framework, design system, new all-dev-design meeting and Agile process overhaul.
- Secured a \$300K Amazon Web Services *Health Equity Initiative* grant by guiding team in design of equity dashboards with actionable recommendations for clinics and hospitals.

User Experience (UX) Design Lead

Dec 2015 – Dec 2018

Harry & David | Medford, OR (On-site)

Orchestrated strategy, research, design and management of new features and improvements for ecommerce web sites and mobile apps at B2C gift retailer founded in 1910 with \$439M annual revenue.

- Boosted holiday sales by \$10.5M (5%), improved conversion 9.1% and reduced abandonment 9.7% by directing team in qualitative and quantitative research-driven checkout redesign.
- Drove 50% increase in number and quality of designs delivered through inclusive management and mentoring in interaction design (UI), Axure and Figma prototyping, customer research and user testing.
- Accomplished 100% success rate in annual design project delivery by partnering with development team and presenting regularly to stakeholders, including C-level, to nurture cross-functional collaboration.
- Slashed costs 15% and increased customer-driven decisions by leading transition to new CSAT survey, crafting effective questions and reports.

Principal Interaction (UI) Designer

Nov 2009 – May 2014

Xerox Innovation Group | Rochester, NY (Hybrid)

Cultivated design innovation for emerging technologies at SaaS B2B research organization with 4 international centers, including Palo Alto Research Center (PARC).

- Revolutionized project transfers, increasing 42% by authoring *User Experience for Analytics: Design Guidelines (UXADG)* informed by competitive analysis and observational interviews.
- Employed UXADG framework in research and design of AI/ML-driven web app, used to slash loan delinquencies 30% for Fortune 500 financial clients.
- Increased teams adopting user-centered design principles 267% by launching design practice, mentoring 3 junior designers and training 40+ scientists.

Design Analyst

Mar 2007 – Oct 2009

Xerox Global Services | Rochester, NY (On-site)

Directed B2B service projects by collaborating with my team, clients and their customers to research, define, design and deliver specifications for effective customer documents at former Fortune 500.

- Decreased low-value customer service calls 50%, increased customer satisfaction and retention for 2.5M member health insurer by transforming their Explanation of Benefits into an educational experience.
- Facilitated two 14-member cross-functional client storyboarding sessions and 3 focus groups with 7+ customers to inform design and prototyping custom solutions.

EDUCATION

MSI: Human-Computer Interaction

University of Michigan

BA: Theater Arts

Santa Clara University, Magna cum Laude

CERTIFICATIONS

100 Days of AI Challenge (in progress)

Design with AI

ADPList Global Masterclass Program

AI-Powered UX Design

The Interaction Design Foundation

Systems Engineering Green Belt

Design for Lean Six Sigma

SKILLS

Inclusive Leadership – Influence, design, product and business strategy, customer and team member advocacy, systems thinking, partnerships, collaboration, communication and process improvement

User-Centered Design – Web, mobile and tablet app design, iOS, Android, design thinking, quantitative and qualitative research, information architecture, design systems, user testing and Agile development