

Donna Raymond

Professional Profile

High-impact Design Executive and Principal Product Designer with 20+ years of experience architecting scalable financial ecosystems and enterprise-grade digital products. Expert at navigating the complexities of FinTech & SaaS products (B2B & B2C) including transactional workflows, data-heavy dashboards, and conversion-optimized member portals. Proven track record of leading cross-functional teams to deliver user-centered solutions that **drive multi-million dollar ROI and significant bottom-line growth in rapidly evolving, regulated markets.**

Experience

Principal Product Designer

2021 - 2026

Extreme Networks — Global Enterprise Networking

- Product design leader for a \$2.3B enterprise networking organization, defining the UX vision for complex cloud-driven networking solutions serving 50k+ customers.
- Anchored the redesign of EP1's (company SaaS portal) end-to-end product design lifecycle, utilizing customer feedback loops and deep-dive user research to drive iterative testing and high-fidelity output for both mobile and desktop redesigns.
- Since EP1 launch: 23% increase in subscriber renewals, 3% growth in new subscribers, 223% YoY consumption growth reaching \$0.6M, and a 90% reduction in manual time - all contributing to the company's \$1.1B in annual revenue.
- Utilized and experimented with AI-driven design solutions teams to automate complex networking tasks, improving user efficiency and system transparency.
- Partnered with the Design System team in order to develop critical, reusable and scalable components, patterns, accessibility compliance, etc.

Senior UX/UI/CX Designer

2020 - 2021

National Debt Relief — Top Debt Consolidation company in the US

- Worked on the principal team to spearhead the CX and UX/UI design strategy for a platform processing \$400M in annual sales.
- Directed the redesign of high-traffic member portals and dashboards, focusing on reducing friction in high-stakes financial workflows, resulting in a 3% revenue uplift.
- Built and maintained a centralized UX/UI component library to streamline development and ensure brand integrity across mobile and desktop applications.
- Utilized empathy mapping and journey mapping to humanize complex debt management processes, resulting in higher user retention and satisfaction.

Creative Director/ UX/UI Designer

2015 - 2019

LendKey — Cloud-based digital lending platform and online marketplace

- Defined the creative and UX strategy to compete in a \$3.2T consumer lending marketplace by enabling 13K+ community financial institutions to join in the online lending space. During my tenure, the company reached \$3B in loan originations.
- Converted intricate lending and regulatory requirements into streamlined, user-friendly digital application flows and prototypes.
- Established robust design libraries that reduced time-to-market for new lending products and ensured a consistent borrower experience.
- Championed a culture of user-centered design, utilizing research to identify pain points in the loan application lifecycle.

Creative Director/ UX/UI Designer

2001 - 2015

EarthLink — Internet Service Provider with subscription portal, email & security products

- Scaled portal revenue by 300% in 18 months by architecting a member experience that successfully onboarded non-member segments. During my tenure, EarthLink generated a cumulative total revenue of ~ \$18.15B in revenue.
- Delivered ~\$15M in ROI in 2014 alone through the strategic streamlining of the core user portal and communications interface combined with multivariate user testing.
- Responsible for UX and visual design for all portal, digital, mobile, security, email and print products.

[linkedin.com/in/donna-r-ux-ui](https://www.linkedin.com/in/donna-r-ux-ui)

Portfolio in progress, samples on request.

donnatom@mindspring.com

New York, NY

Skills

Product Strategy, Design Operations
Mentorship, Design Management
Design Thinking, System Thinking
Scalable Design Systems, Information
Architecture, Transactional UX
AI-Integrated Product Design, UI/UX Design
SaaS, B2B, B2C, Fintech, 0 to 1 Products
AIX/CX Design
Design Systems, Style Guides
Vibe Coding, HTML/CSS
User Research & Testing (AI + Traditional)
Quantitative & Qualitative User Research
Multivariate & A/B Testing, Iterative Optimization
UX Engineering Collaboration, Accessibility
(WCAG Compliance)
Agile/Scrum, Waterfall, Security & Feasibility
Validation
Complex User Flows, Journeys, JTBD, HMW
Prototyping, Wireframing (AI + Traditional)
Creative Direction, Art Direction
Interaction Design, Animation
Mobile Design/Responsive Web Design
Identity, Branding, Environmental/Event Design
Print Design, Iconography
Social Media Campaigns/Content Creation

Design Stack

Figma/FigJam/Figma Make/Figma AI
Framer, Miro, BBEdit
Claude Design/Code/Research/Project
Adobe Creative Cloud Suite
UserTesting.com, Google Analytics
Datadog, Hotjar, Heap
JIRA, Git, Supabase, Vercel
Perplexity, ChatGPT, Gamma
Microsoft Office Suite

Education

University of South Carolina

B.S. Graphic Design

Louisiana State University

B.S. Physical Geography, Earth Sciences

DesignLab - AI for UX / Vibe Coding

NNG - Mobile Best Practices

IXDF - Mobile Design Certification

Design Management - Certification