



Philip Gemmell

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EDUCATION

Kutztown University of Pennsylvania
B.F.A. Communication Design | May 2017
Dean's List | Kutztown University • 2015-2017
Concentration in Interactive & Advertising Design

HARD SKILLS

- UX Design:** 9 years of experience
- Design Systems:** 6 years of experience
- Figma:** 3.5 years of experience
- AI tools:** 3 year of experience
- Maze.com & Usertesting.com:** 2.5 years of experience
- Mobile-first design for iOS and Android:** 3 years of experience
- Adobe Creative Suite:** 14 years of experience
- Wire-framing:** 7.5 years of experience
- Prototyping:** 7.5 years of experience
- HTML, CSS, and JavaScript:** 10 years of experience

SOFT SKILLS

- Cross-functional leader
- Aligning business goals with user needs.
- Expert communicator & high-level presentation and storytelling.
- AI-infused product lifecycle
- Experienced in design leadership & strategy.
- Logical problem-solving and process improvement.
- Thriving in fast-paced environments.
- Responsive design, SEO, and accessibility.
- Data-driven and usability-tested decisions.
- Accountable for measurable business impact.
- Mastery of high-fidelity UI/UX.
- Enthusiastic learner and process improver.

EXPERIENCE

Senior UX Product Designer July 2023-Now
Vanguard | Malvern, PA
• Helped deliver an AI-powered redesign of internal tools for **7,500+** advisors and phone crew, **saving a projected 45+ minutes per user/day (~\$50M annualized)** with greater ROI expected at scale.
• Modernized legacy workflows through AI dashboards, chatbots, and applications, increasing operational efficiency.
• Owned the end-to-end product lifecycle — discovery, usability research, design, funding, stakeholder alignment, requirements, delivery, testing, and adoption with engineers & PMs.
• Additionally, led UX strategy & design for the advisor offering pages, **increasing CTR by 50%** through optimization.

CCO & Lead Product Designer November 2022-2023
Here & Now | Philadelphia, PA
As a Lead Product Designer, I drove end-to-end UX/UI, design systems, branding, marketing strategy, and funding materials—from concept to execution. A hands-on manager, I integrate AI tools to boost both productivity and creative output, consistently delivering exceptional user experiences and developing my team members.

UX & Marketing Associate Creative Director 2019-2023
Health Union | Philadelphia, PA
At Health Union, I managed the UX and marketing team, and created design systems, branding, campaigns, and sales materials while collaborating with major pharma brands on advertising.

UX Senior Art Director 2018-2019
Health Union | Philadelphia, PA
In addition to my other responsibilities at Health Union, I helped oversee the company's SEO efforts and created and maintained design systems and handbooks to support the team.

UX Art Director 2017-2018
Health Union | Philadelphia, PA
During my time as Art Director at Health Union, I oversaw and managed UX/UI, illustration, and infographic design across three thriving online health communities.