Joe Gilbert

LEAD PRODUCT DESIGNER

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Design lead with 20+ years of experience making complex ideas easier to understand and use. Since 2018, I've designed healthcare products at Humana and CenterWell, from provider data to emerging AI experiences. I bring calm direction to large teams, make ideas tangible through rapid prototypes, and stay close to the research, interaction design and craft.

EXPERIENCE

Humana / CenterWell

Lead Product Designer | 2018 - Present

- Lead UX strategy and hands-on execution across healthcare AI, provider data, interoperability, patient experiences and pharmacy journeys.
- Bring product, engineering, architecture, data, clinical, compliance and operations partners into shared decisions through discovery workshops, design critique and clear visual narratives.
- Turn research into journeys, flows and high-fidelity prototypes. Use rapid, AI-assisted exploration to make options easier to discuss and refine across large teams.
- Carry designs toward implementation with consistent interaction patterns, reusable components, accessibility considerations and practical engineering handoff.

SELECTED HEALTHCARE WORK

Synaptic Health Alliance

Directed UX strategy for a blockchain-enabled provider data initiative spanning major healthcare organizations. Made technical concepts understandable through journeys and prototypes, helping partners work through data management challenges and agree on how the experience should work.

Agentic AI Proof of Concept

Led end-to-end UX for an agentic AI proof of concept at Humana. Defined interaction models, workflow integration and trust touchpoints, and used prototypes and stakeholder narratives to align the team.

Provider Data Exchange

Designed experiences supporting provider data accuracy and exchange. Focused on clearer workflows for the people responsible for data quality, interoperability and day-to-day operations.

EARLIER EXPERIENCE

Black and White Design

Digital Director | 2012 - 2018

- Directed UX, responsive design, digital strategy and creative execution for client websites, campaigns and content experiences.
- Led design and development teams from discovery and information architecture through wireframes, interface design, WordPress development, quality review and launch.
- Produced video, motion graphics, photography and visual content to help clients tell their stories across digital channels.

Forest Hill Studios

UX / Multimedia Designer | 2005 - 2012

- Designed websites, interactive experiences, multimedia assets, brand visuals and motion content for a range of clients.
- Combined visual design, front-end implementation and production craft with direct client collaboration and digital storytelling.

DESIGN PRACTICE

Product and UX
Product discovery, UX strategy, interaction design, information architecture, workflow simplification, service design, journey mapping and research synthesis.

Leadership and communication
Workshop facilitation, cross-functional alignment, design critique, design rationale, executive storytelling and collaborative decision-making.

Healthcare and AI
Agentic AI concepts, AI governance, provider data, interoperability, patient and pharmacy journeys, and design informed by compliance requirements.

Tools and technology
Figma, Adobe Creative Cloud, After Effects, Premiere, Miro, Lucid, HTML, CSS, JavaScript, React prototyping and WordPress.

EDUCATION AND CREDENTIALS

Westwood University - Degree in Design
Cornell University - UX Design Certification

CREATIVE PERSPECTIVE

Photography, videography, motion design and comic illustration shape how I tell stories, explain ideas and help people see what is possible.