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CDBrand85 d/b/a DESKTOP CREATIVES

UX . DIGITAL PRODUCT . SAAS . TECHNOLOGY CONSULTING

Human-Centered Design for Complex Digital Environments

Desktop Creatives is a UX and digital technology consulting firm specializing in the design, research, and optimization of digital products and technology-enabled workflows. We combine enterprise UX leadership, product strategy, user research, systems thinking, and visual design to help organizations create more effective, accessible, and user-centered digital experiences.

Our experience includes fintech, healthcare, telahealth, SaaS products and educational systems to assist organizations improve usability, documentation, engagement, product enhancements and operational efficiency.

CORE CAPABILITIES

UX/CX Human-Centered Design

- UX Strategy & Design
- UX Research
- Usability Testing
- Information Architecture
- Journey Mapping
- User Flows
- Wireframing & Prototyping
- Accessibility & Inclusive Design
- UX Audits & Heuristic Evaluation

Digital Product & Technology

- Digital Platform Assessment
- Product Strategy
- Workflow Optimization
- MVP Development Planning
- Product Roadmaps
- Design Systems
- Figma Component Libraries
- Design-to-Dev Collaboration
- Mobile & Web Experiences

Enterprise UX/CX

- Design Governance
- Stakeholder Alignment
- Cross-Functional Collaboration
- Agile/Scrum Workflows
- Knowledge Management
- UX Documentation
- UX Education
- Product & Design Operations
- SaaS-Centered Product Design

DIFFERENTIATORS

Enterprise Experience

Senior UX leadership experience within SaaS products, fintech, telahealth, and healthcare regulated industries.

Technology + Design

Bridging CX with business requirements, product strategy, and technology implementation.

Healthcare Technology

Skilled in healthcare/ telahealth SaaS workflows including HIPAA compliance, secure data systems, logistics, billing, and mobile workflows.

Founder & Product Owner Perspective

Experience taking products from discovery research through strategy, design, validation, and implementation planning.

Relevant Experience

- SmartBran: Healthcare SaaS / PO / UX Strategy
- JPMorgan Chase: Ent. UX / Prod. Lead
- HMB NET: Education SaaS / UX Res./Design
- KEMBA Financial Credit Union: Fintech UX/CX

NAICS Codes

- 541512: Computer Systems Design Services
- 541519: Other Computer Related Services
- 541611: Admin. Mgmt & Gen. Mgmt Consulting
- 541618: Other Management Consulting Services

PSC Codes

- D399: Other IT & Telecom
- R408: Program Management/Support
- R425: Engineering/Technical Services
- R426: Professional Communications