



CHRIS BRANHAM

Senior UX Designer



614 . 732 . 2615



Columbus, OH



www.desktopcreatives.com/work

@ creativecdb1985@gmail.com

SUMMARY

Senior UX Design Leader with 9+ years of experience across diverse enterprises; fintech, healthcare, finance and B2B SaaS products. Specializes in UX strategy, research, and cross-functional collaboration delivering scalable, user-centered solutions. Strong track record improving product adoption, reducing design friction, and leading teams in agile environments.

EDUCATION

Bachelors Degree of
Industrial Design

Columbus College of
Art & Design

LEADERSHIP

Approachable
Problem Solver
Creative Thinker
Organized
Adaptable & Flexible
Conflict Resolution
Mentoring
Team Motivation
Time Management

CORE UX

Figma
XD
Sketch
Information Architecture
Workflow
Confluence
Jira Writing
Journey Mapping
Usability Testing
Wireframing
Prototyping
Research Methodology
Agile & Scrum
Adobe Creative Suite
M365

SENIOR UX DESIGNER / UX RESEARCHER / STRATEGY LEAD

SMARTBRAN.IO

August 2024 - December 2025

- Co-founded and led a B2B healthcare SaaS platform that reduced documentation errors and improved staff and client engagement.
- Created a feature roadmap that simplified workflows and increased productivity by partnering with engineering early, reducing tech debt and costs.
- Ensured HIPAA compliance, secure authentication, EVV tracking, and cloud-based data storage for secure data migration and user access through mobile devices.

INTERIM MANAGER / UX DESIGN LEAD

JPMORGAN Chase

September 2019 - May 2025

- Led UX strategy across three product towers, delivering regulated internal platforms that reduced transactional risk in member-facing decisions
- Aligned UX best practices with product roadmaps to reduce design and technical debt through close collaboration with product, engineering, and stakeholders
- Increased UX adoption NPS by 20% by implementing standardized design systems, agile workflows, and prioritizing end-user pain points
- Mentored new hires to strengthen onboarding, reducing ramp-up time and accelerating team productivity

FOUNDER & PRODUCT OWNER / UX LEAD

DESKTOP CREATIVES

September 2016 - Present

- Founded and led a remote UX and design consultancy, supporting startups and SMBs before product build through heuristic evaluations and user research
- Advised clients on product strategy and end-to-end design execution using research, information architecture, workflow design, wireframes, and prototypes to improve user experience
- Delivered brand style guidelines that strengthened product consistency and increased brand awareness across marketing and advertising

UX RESEARCH & DESIGNER

HMB NET

October 2018 - June 2019

- Led UX research and design for Learning Circle Software, a SaaS platform acquired by HMB, supporting school districts in assessing student core competencies
- Developed user segments, personas, journey maps, and conducted usability testing to generate data-driven insights that streamlined workflows and improved platform usability