

Jim Watkins

Seattle, WA | 206.369.3530 | jim@lastdrop.net | [linkedin.com/in/jw206](https://www.linkedin.com/in/jw206)

Staff Product Designer

Experienced design leader with 15+ years shaping complex, high-impact enterprise experiences across healthcare, consumer mobile and enterprise SaaS. Most recently built AI-native design workflows at Starbucks using Claude Code; previously led design and research for a platform serving 120,000+ caregivers at Providence Health System. Trusted partner to product, engineering, and executive stakeholders, with a successful track record turning ambiguous problem spaces into design direction that simplifies complexity, guides critical decisions and drives measurable impact.

Selected Projects

- **Consumer Telehealth (Carena)** | O-to-1 design of a virtual clinic platform including patient intake, clinic ops, and in-visit experience.
- **AI-Native Design Workflow (Starbucks)** | Actively building tech support apps using Paper and Claude Code, grounded in NN/g heuristic principles.
- **AI Product Design (Providence)** | Extended ValueLens design system to a third-party AI agent, so that generated data views felt native to the product.
- **CCRN® Mobile Test Prep App** | Consumer health education app for critical care nurses. Conceived, designed, and co-developed end-to-end from O-to-1.
- **Consumer Mobile at Scale (POP, Microsoft)** | O-to-1 UX design for Tokyo Olympics mobile app, Bing for Android (search) and MSN Mobile (consumer portal).

Professional Experience

Senior Product Designer (Contract)

January 2026 – August 2026

Starbucks Coffee Company (Seattle, WA)

- Solo designer, researcher and developer, owning end-to-end work from discovery through production for the Workplace Technology Team.
- Designed and built two technical support apps with Paper and Claude Code, guiding AI to create a consistent design system using NN/g heuristic principles.
- Designed and shipped mobile asset tracking and executive reporting tools on enterprise Power Apps and Power BI platforms.

Staff Product Designer

July 2020 – November 2025

uGuru Consulting → Providence Health System (Seattle, WA)

- Designed and shipped clinical insights platform used daily by 120,000+ caregivers across 51 hospitals to make faster, more confident care decisions; drove 2800% weekly active user growth over five years.
- Defined visual design language and component library adopted across ValueLens product surfaces; elevated craft consistency across product teams.
- Built mixed-methods research practice; used 150+ interview hours and Mixpanel analytics to inform strategy and roadmap for hundreds of shipped features.
- Built WCAG-compliant design system; reduced development time by 57%.
- Hired and mentored UX talent, facilitated collaboration and envisioning sessions that raised the craft bar across product and engineering.

Portfolio

portfolio.lastdrop.net

Case studies of my user-centered design process at Providence, Carena, Alaska Airlines and University of Washington, plus selected work from Starbucks and Microsoft.

Skills

Design & Craft

Figma, FigJam, Adobe Creative Suite, Sketch, Axure, prototyping, visual design, motion and interaction design, information architecture, design systems (WCAG/ADA), design documentation.

AI-Native Workflow

Claude, Claude Code, Paper, Copilot, Builder, Anima, Cursor, prompt-driven design exploration.

Research

User interviews, usability testing, user journeys, card sorting, affinity mapping, product analytics, mixed-methods research.

Product

O-to-1 product design, consumer mobile (iOS, Android), B2B SaaS, B2C, complex workflows, conversion and adoption, growth, design strategy.

Lead Product Designer

September 2019 – July 2020

Alaska Airlines (Seattle, WA)

- Redesigned iOS flight briefing app for 3,000+ commercial pilots; reduced preflight preparation time by 84% while meeting FAA regulations.
- Shipped design system and detailed documentation, evolving a unified visual language for consistent UI execution across engineering handoff.
- Secured executive investment through data-driven product strategy and clear communication of success criteria.

Collaboration

Cross-functional partnership with Product, Engineering and executive leadership; team management, mentoring, design critiques; front-end code fluency (HTML/CSS).

Senior UX Designer

April 2019 – September 2019

POP Agency (Seattle, WA)

- Principal UX designer for Tokyo Olympic Games official iOS and Android mobile app; designed CMS to deliver consumer experience for millions of global users to experience real-time event content and results.

Education

*B.A. English Composition
University of Washington*

Senior UX Designer

January 2018 – February 2019

UpTop Agency (Seattle, WA)

- Conducted heuristic and competitive analyses, and created new UX strategy for UnPakt, a customer-facing logistics platform.
- Designed enterprise software for Microsoft and Premera Health.

Senior Manager of Product Design

February 2017 – January 2018

Carena (Seattle, WA)

- Led design for consumer telehealth platform serving 60–200 patients daily; owned patient-facing experience from intake through virtual visit.
- Built HIPAA-compliant design system spanning patient onboarding, scheduling, provider workflows, EHR integration, and virtual visit UI.
- Developed task-based information architecture and role-based workflows; partnered with Engineering through implementation and production.
- Managed UX team; elevated design practice through coaching, critiques, and professional development.
- Partnered with executive leadership on product roadmap and strategic direction.

Staff Product Designer

November 2013 – February 2017

University of Washington (Seattle, WA)

- Led design for enterprise SaaS platform serving 50,000+ students and financial aid professionals across financial aid, curriculum, and academic planning workflows (MyPlan).
- Grew MyPlan user base 300% in two academic years through goal-directed research and strategic feature prioritization.
- Built responsive, WCAG/ADA-compliant design system through mixed-methods user research practice.
- Increased prospective student conversion 60% through targeted transfer-audience UX and marketing partnership.