

hello.

Principal-level UX designer specializing in research, workflow simplification, and scalable systems. At Walmart I lead VISION, a dual-user platform used in ~3,000 Vision Centers, aligning five initiatives to one KPI and identifying ~1.2M+ hours of value.

Hands-on design leader with deep experience guiding complex product work, mentoring teammates, and shaping high-stakes new business pitches through concept development, storytelling, and executive-ready presentation design.

I bring native-platform fluency, accessibility, and strong cross-functional influence to complex products that need clarity, rigor, and measurable outcomes.

experience_

Senior UX Designer, Vision Lead Walmart 2025 - 2026

Lead product design for VISION, a dual-user optical workflow platform spanning associates, customers, OCR, insurance, and order management.

Independent UX & Product Design Consultant 2017 - 2024

Positive Xperience (consulting practice, est. 2017) — contract design lead for premier agencies and direct clients; repeat engagements across enterprise, healthcare, and consumer brands.

Lead UX Designer Aero Alliance 2023

Led the UX overhaul of a 12-application enterprise portal serving four personas in a GE / Baker Hughes joint-venture environment. Successfully hired and managed designers to build out design system based on new brand standards.

UX/UI Designer Intermountain 2022-2023

Rebuilt a clinician intranet for a 24-hospital system, unifying three organizations on one accessible design system and clearer information architecture.

Design Lead Illumina 2020 - 2022

Led brand systems, UX flows, and prototyping for Illumina's flagship genomics events, translating dense expert content into usable digital experiences.

Art Director → Associate Creative Director Early career 2000 - 2016

Built brand and interactive campaigns for Nike, Takeda, Amgen, P&G, and Sprint across Abelson-Taylor, Critical Mass, and Digitas: FDA-regulated pharma launches, national ad budgets, deadlines that didn't move.

Medical Advertising Hall of Fame, Silver Effie Award, Bronze Clio: three campaigns, three industry awards.

selected work_

VISION (ios app) ↗

Walmart Optical

A tablet-native iOS platform replacing legacy optical ordering for 3,000 Walmart Vision Centers.

~1.2M+ hours of value, 85% impact on contact ordering, 90% OCR adoption, 60% legacy retirement.

Aero Store Platform Redesign ↗

Aero Alliance

Led the UX overhaul of a 12-application enterprise portal serving four personas in a GE / Baker Hughes joint-venture environment. Successfully hired and managed designers to build out design system based on new brand standards.

~55% drop in trouble tickets post-launch through research, workflow redesign, and cross-functional execution.

Unified Intranet Overhaul ↗

Intermountain Health

Rebuilt a clinician intranet for a 24-hospital system, unifying three organizations on one accessible design system and clearer information architecture.

Reduced access to essential clinical resources from 5-8 clicks to 2 or fewer through research-led IA and usability focus.

Illumina Genomics Forum - Global Brand Activation ↗

Illumina

Event platform for the world's leading genomics conference, built for 9,000 researchers and scientists around the globe. Deployed as both live and virtual multi-day events.

vanessa donley_

Principal UX Designer

- call

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- visit

vanessadonley.com ↗
- write

hello@vanessadonley.com ↗
- link

in/vanessadonley ↗
- meet

Bentonville, AR | Remote

capabilities_

Leadership Scope

Stakeholder alignment, workshop facilitation, cross-functional leadership, executive storytelling, mentorship and onboarding, hiring support, design critiques, new business pitches.

Visual & Brand

Visual design, typography, composition, layout, iconography, brand systems, presentation design.

UX / Product

UX strategy, service design, workflow simplification, journey mapping, information architecture, user flows, wireframes, prototyping, accessibility, design s

UX Research

Qualitative and quantitative research, user interviews, surveys, contextual inquiry, heuristic evaluation, competitive analysis, A/B testing, troubleshooting.

AI-Assisted Design

Wibey, Codepuppy, ChatGPT, Claude, Builder.io, Lovable, Replit, Cursor, Google Stitch, Figma Make, GitHub, VS Code.

tech-stack_

Figma	Microsoft Office
Sketch	ChatGPT
Framer	Claude Code
Adobe CC	Cursor
Slack	VS Code
Airtable	Github
Zoom	Jira

referrals_

Will Bryant, Senior manager, Product
will.bryant@walmart.com

Jason Brewer, Senior Director,
jasonbrewer0@walmart.com

David Lawrence, UX Design Director, Wynn Resorts | AI Accelerated Product Design
dave@1dlxd.com

education_

Bradley University

B.A. Graphic Design, Minor in Multimedia,
Summa Cum Laude

thanks.

