

Taylor Rasnic

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with nearly 5 years of experience in enterprise healthcare software, including provider credentialing and scheduling, facility capacity management, and workflows supported by AI. Owns end-to-end design for a complex, regulated product area, from discovery research and wireframes through prototypes and final UI, serving internal credentialing teams, external reviewers, and compliance administrators who all work from the same data. Approaches highly variable workflows with systems thinking and bases design decisions on direct user research with customers.

Recent work includes two enterprise AI features focused on improving reporting efficiency and reducing human error in data entry. Also leads customer discovery sessions, runs design reviews with partner customers, and mentors other designers. Beginning a master's degree in Human Factors this fall, a program covering human cognition and complex systems.

EXPERIENCE

Senior UX Designer, [QGenda](#)

Oct 2025 – Present

Healthcare provider management SaaS for enterprise health systems: scheduling, capacity management, and credentialing

- Design complex enterprise AI features that apply large language models to high-stakes healthcare workflows, including a reporting feature released in beta to select strategic customers that cuts report generation from several hours to a few minutes for health systems producing 80 or more roster reports per month.
- Partner with enterprise customers across the full design process, from discovery sessions that uncover their workflows to design reviews that validate solutions shaped by their feedback and supporting research.
- Collaborate with product owners, analysts, developers, and QA to balance design goals against performance issues, technical limitations, and budget, breaking large initiatives into sprint-sized work for the development team in an agile process.
- Use process flows and journey maps to make complex workflows legible to stakeholders and to secure approval for low-fidelity strategy before committing to detailed design.
- Co-created AI design standards with designers from two other product teams, evolving the design system with reusable patterns for consistency and scalability across all 7 products on a platform serving more than 4,500 healthcare organizations.
- Lead UX strategy for an enterprise credentialing product used by health systems with strict regulatory and compliance requirements, holding design quality, consistency, and accessibility standards (WCAG) across the product area.
- Lead design direction on other designers' projects, mentoring 3 designers through critique, feedback, and collaboration to strengthen their craft and meet product and strategy team needs.

UX Designer, [QGenda](#)

Jan 2023 – Oct 2025

- Conducted ongoing user research across projects, including multi-customer discovery with 3 enterprise health systems, workflow analysis, and usability testing, to keep design decisions grounded in real customer needs.
- Translated inconsistent, highly variable processes into scalable, configurable systems for complex credentialing workflows.
- Mapped end-to-end workflows to find where users dropped off and shaped roadmaps for a more complete in-system experience.

- Led strategy and interaction design for feature work that automated error-prone manual processes, reducing credentialing time and accelerating time to revenue.
- Presented design work and rationale to executives and cross-functional stakeholders to build alignment and secure approval, influencing decisions without direct authority.
- Designed across scheduling, capacity management, and credentialing, building breadth across a multi-product enterprise SaaS platform.

UX/UI Designer, [ABA Engine](#)

May 2022 – Dec 2022

Pre-launch healthcare startup building an intelligent client and provider matching platform for ABA therapy clinics.

- Led end-to-end product strategy and UX design for a client and provider matching and scheduling system, from concept to development-ready prototypes.
- Ran focus groups with industry experts to surface user needs and validate assumptions in a highly specialized domain.
- Built the full interaction system from sketches to high-fidelity mockups, validated through usability testing.
- Partnered with engineers on pre-launch QA to preserve design intent in the final build.

UX/UI Design Intern, [ABA Engine](#)

Mar 2022 – May 2022

- Designed and published client websites in Webflow; created custom icons and illustrations to brand guidelines.

PRIOR EXPERIENCE

5+ years in operations and people management across hospitality and retail, building a foundation in navigating complex workflows, cross-functional communication, and operational problem-solving that now informs my enterprise design work.

Assistant Store Manager & Shift Supervisor, Starbucks (2017–2020) · General Manager & Assistant Manager, The Casual Pint (2014–2017)

SKILLS & TOOLS

Research & Strategy: UX Research · Workflow Analysis · Systems Thinking · Feature Gap Analysis · Focus Groups · Journey Mapping · Usability Testing · Competitive Analysis · Stakeholder Presentations · Design Reviews · Design Critique · Storytelling · Product Strategy

Design: Interaction Design · Interface Design · Wireframing · Rapid Prototyping · Design Systems · Accessibility (WCAG) · Data Visualization · AI Feature Design · AI Product Design · Generative AI · Enterprise SaaS · Complex Permissioning & Multi-User Systems

Tools: Figma · FigJam · Jira · Pendo · Claude · ChatGPT · NotebookLM

EDUCATION

MS, Human Factors, Embry-Riddle Aeronautical University, beginning Fall 2026 (est. graduation 2029)

Program coursework: Human Cognition, Human Performance and Error, Human Factors in Complex Systems, Cognitive Systems Engineering, Research Methods, Statistical Analysis.

BS, Digital Audiences, Arizona State University, Dec 2019

Certificate, UX/UI Design, Thinkful, Jan 2022

CERTIFICATIONS

AI for Designers, IxDF, Aug 2025

Product Management: Building a Product Strategy, LinkedIn Learning, Feb 2025

Mobile UX Design, IxDF, Nov 2022