LAUREN THACKER

Senior Product Manager & UX Strategist · Healthcare & Enterprise Technology · The Unicorn You've Been Looking For

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Senior product and UX leader with 10+ years bridging design, development, and business strategy across healthcare technology, enterprise SaaS, and startup consulting. Expert at translating complex technical requirements into intuitive user experiences — from initial discovery and service blueprinting through to shipped product. Equally fluent in Figma and JIRA, roadmaps and design systems, API architecture and stakeholder presentations. Proven ability to establish UX/design departments from scratch, close multi-million-dollar deals through design strategy, and guide engineering teams without becoming a bottleneck. HIPAA-compliant. ADA-aware. Always user-first.

$5M+	**40%**	**30%**
Revenue influenced through design-led sales strategy	Improvement in user satisfaction via feedback loops	Faster project delivery through scalable design systems

PROFESSIONAL EXPERIENCE

Senior Director of Product & Technology | Burnie's Way   May 2025 – Present
Richmond, VA · Healthcare Technology / Aging-in-Place Platform

▸ **Led end-to-end product strategy** for a HIPAA-compliant healthcare startup, owning the roadmap from feature prioritization through release coordination across engineering, design, and vendor partners.

▸ Established cross-functional communication frameworks between engineering, design, and business stakeholders, reducing ambiguity around technical dependencies and platform decisions.

▸ Implemented Agile sprint planning, standup cadences, and retrospective processes to increase delivery velocity and team accountability.

▸ Defined and tracked KPIs for platform performance, user adoption, and business impact; translated findings into actionable roadmap updates for executive stakeholders.

▸ **Architected and evaluated API integration strategy** for care coordination workflows, ensuring data pipelines met both clinical usability and HIPAA compliance standards.

Senior Technical Product Manager & Experience Strategist | ProfitOptics Dec 2020 – May 2025
Richmond, VA · Enterprise SaaS / B2B Software

▸ **Built the experience design department from the ground up,** establishing processes, research methodologies, and a scalable design system that bridged engineering and business teams — eliminating the need for back-end developers to context-switch into frontend or design work.

▸ **Designed and shipped mobile and web applications** across healthcare, gaming, and travel verticals using React Native, MySQL, and Azure — leading both UX design and product management simultaneously.

▸ **Closed $5M+ in enterprise deals** by embedding custom design strategies and interactive prototypes into the sales process, demonstrating product value to technical and non-technical stakeholders alike.

▸ Developed repeatable discovery and roadmapping frameworks adopted across all product teams; led innovation workshops, OKR definition, and quarterly planning sessions.

▸ Integrated continuous customer feedback loops across all live products, directly informing feature prioritization and contributing to a 40% improvement in user satisfaction scores.

▸ Represented ProfitOptics as a public speaker at industry conventions and podcasts, elevating brand presence in the UX and product design community.

Founder & Senior Principal Consultant | MadDope Digital LLC 2013 – Present
Remote · Product Strategy, UX Design & Technology Consulting

- Senior product and technology consultant serving healthcare startups, Fortune 500 enterprise clients, and B2B eCommerce brands — advising CEOs on tech stack decisions, HIPAA compliance, and product roadmaps.
- **25% average increase in developer efficiency** achieved by creating UI component libraries and design systems that eliminate redundant front-end development for engineering teams.
- Managed multi-vendor development partnerships, coordinating offshore and onshore teams across concurrent engagements with clear documentation, sprint rituals, and delivery milestones.
- Conducted UX research, discovery workshops, service blueprinting, and usability testing for clients across healthcare, dental, restaurant, and gaming sectors.
- Active portfolio: Lumily Health (pediatric AI wearable startup, Series Seed prep) and Burnie's Way (Senior Director of Product & Technology).

Lead UX Designer & Researcher | Dey's End Consulting 2017 – 2020

Remote · B2B eCommerce / Shopify Plus

- Lead UX designer and researcher for high-profile Shopify Plus B2B clients including professional athlete Kelly Slater's brand — driving UX strategy from discovery through delivery.
- Collaborated with stakeholders to plan and execute business initiatives that measurably improved conversion and user satisfaction while maintaining brand integrity.

CORE COMPETENCIES

Product Strategy & Roadmapping	UX Research & Usability Testing	Design System Architecture
Service Blueprinting & Discovery	API Integration & Platform Arch.	HIPAA & Healthcare Compliance
Agile / Scrum Delivery	Design Thinking & Facilitation	Stakeholder Management
Figma · Adobe Creative Cloud · Miro	*React Native · HTML/CSS/JS · SQL*	*AWS · Azure · DevOps Fundamentals*

EDUCATION

Full Stack Web Development Certificate · University of Richmond 2019 – 2020
Computer Science · J. Sargeant Reynolds Community College 2015 – 2017
Graphic Design · Tidewater Community College 2013 – 2015