

JEFF HALPIN

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Product Designer & UX Architect | Design Systems, Accessibility & AI

PROFESSIONAL SUMMARY

Experience design leader and hands-on independent contributor with 10+ years shaping digital, physical, and emerging-platform work at top health and consumer agencies. Fluent in modern design systems, functional prototypes, and AI-integrated tooling. Recognized at Cannes for Eyedar, a LiDAR-driven echolocation app for blind users, and praised by clients for recent launches for Lilly, Sanofi, Daiichi Sankyo and AstraZeneca.

EXPERIENCE

Product Designer & Design Engineer

Jan 2026 – Present

Independent, New York, NY

- **Design system legible to AI (Phase II):** rebuilt my design system with Claude and the Figma MCP server. Built a token pipeline to production CSS that removed 62 hardcoded colors and fixed a WCAG AA contrast failure, with GitHub Actions checks on every push.
- **Annotate:** built a TypeScript CLI that turns a natural-language prompt into a structured flow plan (JSON), plus a companion Figma plugin that imports the plan as frames or generates annotation boards for UX documentation.
- **Drift iOS wearable app:** designed an interactive prototype for neurodivergent adults, grounded in a 2026 JNeurosci study on attention lapses, with medication-curve visualization and drift-risk scoring.

User Experience Architect Lead

Nov 2024 – Dec 2025

Area 23, an IPG Health Company, New York, NY

- Led creative and UX direction across complex, multi-brand engagements for Amgen, Novartis, AstraZeneca, Sumitomo, Daiichi Sankyo, Lilly and Sanofi, running discovery and design critique sessions that turned ambiguous client problems into clear creative direction.
- Designed an AI-assisted patient companion app concept for Kisunla (Lilly), with voice and chat onboarding, an AI-populated infusion log, and UI tuned for older patients.
- Built 0-to-1 design systems from the ground up, defining the visual and interaction language, component governance, and accessibility standards adopted across brands.
- Built a Python PDF editing tool that lets non-technical staff crop and add margins to documents, released to 500+ employees worldwide.

Senior User Experience Architect

Nov 2020 – Nov 2024

Area 23, an IPG Health Company, New York, NY

- Designed the non-visual UI for Eyedar, a LiDAR-driven echolocation app for blind users, built on familiar VoiceOver-style gestures; developed the user training regimen, authored the in-app UX copy and Instructions for Use, and consulted on production of the creative campaign video shoot.
- Led UX for two award-winning campaigns: Focus Your Attack for Daiichi Sankyo (MM+M Gold) and Gemtesa for SMPC (PM360 Trailblazer Gold).
- Owned day-to-day UX for websites and mobile applications for Turalio and Vanflyta (Daiichi Sankyo), Spravato (Janssen), Gemtesa (SMPC) and Arikayce (Inmed), designing information architecture, interaction models, and annotated prototypes that engineering teams could build from without guesswork.

Senior User Experience Architect (Freelance)

Sep 2018 – Nov 2020

Area 23, an IPG Health Company, New York, NY

- Synthesized usability findings into prioritized recommendations across multiple pharmaceutical brands, owning UX strategy end to end, from concept through development handoff.
- Partnered with clients to expand design systems, prepared governance reviews, and presented Experience Design approaches to senior clients and regulatory teams.
- Launched a mobile app for Cymaza (Lilly), and designed a webcam-enabled photo booth for Emgality (Lilly) at AAN 2019 that let physicians choose a campaign character and get their photo taken against its background.

EARLIER EXPERIENCE

Senior Project Coordinator, **SHIFT Labs** (2018), eCommerce product development • UX Consultant, **VaynerMedia** (2017), UX strategy for Diageo brands • Product Development Team Lead, **R/GA** (2016–17), usability testing and prototyping for the Verizon Wireless app • Senior Digital Producer / UX Architect, **POSSIBLE** (2015–16), launched a co-branded Genentech + Novartis platform

SKILLS & RECOGNITION

CORE COMPETENCIES: 0-to-1 Design Systems • AI as Creative Material • Concept-to-Execution Leadership • Cross-Touchpoint Experience Design • XR/AR Strategy • Workshop Facilitation • Journey Mapping & Service Blueprinting • Content Strategy & UX Writing • Mentorship

TECHNICAL SKILLS: Expert Figma (design systems, component libraries, prototyping, dev handoff) • Figma Plugin & REST API Development • Information Architecture • Interaction Design • Responsive Design • Accessibility • Usability Testing • Front-end HTML/CSS/JavaScript • TypeScript (tooling) • Claude Code & Figma MCP • Git, VS Code

SELECTED RECOGNITION: Eyedar: Cannes Lion (Silver), Clio Health Golds & Grand Health Clios, One Show Best of Pharma, Gold Pencils (2), Silver & Bronze Pencils, Manny Award • MM+M Gold • PM360 Trailblazer Gold