ROY THRONSON

LEAD UX DESIGNER | AI-ASSISTED UX | ENTERPRISE HEALTHCARE

CONTACT & PORTFOLIO

San Diego, CA

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UX CERTIFICATIONS

2026

AI for UX Design

@ Designlab

2019

Certificate in User Experience

@ UC San Diego Extension

SKILLS

UX leadership & strategy

High-fidelity prototyping

Interaction & workflow design

Cross-team collaboration

AI-assisted design

Figma / Figma Agents

Claude / ChatGPT

Responsive web design

I'm a Lead UX Designer with 12+ years of hands-on UX experience and a career spanning enterprise application design, responsive websites, and front-end development across healthcare, financial technology, and other industries. My strengths include translating complex business requirements into intuitive user experiences, creating interactive prototypes, and collaborating closely with cross-functional teams from discovery through development. I'm also highly experienced in responsive web design with a mobile-first mindset, ensuring the right information and user experience are delivered across devices.

Since joining MedImpact in 2015, I've helped expand the UX footprint across multiple business units by redefining how UX is engaged, leveraged, and delivered. I adapt my UX approach to each project's needs and timelines, whether that calls for rapid prototyping, comprehensive discovery and usability testing, or something in between. In 2025, I began championing a UXAI engagement model that integrates established UX practices with practical AI tools to accelerate research, ideation, and prototyping while maintaining the human experience and judgment essential to delivering intuitive, engaging products.

EXPERIENCE

MEDIMPACT HEALTHCARE SYSTEMS

Lead UX Designer | Sep 2015 – Present

MedImpact is a San Diego–based pharmacy benefit management (PBM) company. I work side-by-side with project managers, product owners, marketing, business systems analysts, development teams, and users to design, test, and iterate enterprise applications and websites.

- Over 11 years I helped grow the UX footprint by hiring, mentoring and putting UX practices in place that shaped what UX looks like today at MedImpact.
- Brought in the right UX tools at the right time. We progressed from Axure RP to Figma Prototyping to now Figma Agents and Claude.ai. Using the right tools for the right projects while supporting legacy applications.
- Own the MedImpact design system in Figma: components, tokens and documented patterns that product teams build from.
- Lead the UXAI adoption strategy the company adopted, bringing AI into research, ideation and prototyping while designers and stakeholders keep ownership of decisions and quality. View the UXAI Adoption Strategy →

MedImpact Pricing Tool — Claude.ai-Assisted Front-End Prototyping
I used Claude to turn requirements, recordings and Figma exports into running, design-system-faithful front ends. My current project had me rapid prototyping through 13 builds with real validation and approval logic through Claude that delivered a 100% dialed-in HTML prototype, structured so our React team can build it out further.

MedLab Demo 2026 — Prototyping with Figma Agents AI
A meeting transcript to a conference-ready product in seven days: nine screens, a clickable prototype and a 25-slide deck, built with Figma Agents against our governed component library. Brand-cleared before the floor opened, and the demo beat its lead forecast.

Enterprise Benefits Platform — Component & Design System Based Figma Prototyping
Lead designer on an enterprise benefits platform. Hand-built Figma prototypes against the design system I helped create for MedImpact's platform-of-the-future.

View these on my portfolio

ROY THRONSON

EXPERIENCE & CAPABILITIES

EXPERIENCE (CONTINUED)

INTUIT

Senior UX/UI Designer & Developer | 2007 – Sep 2015

- Designed and built customer-facing and internal digital experiences, collaborating with product and engineering teams.
- Initiated and delivered the responsive redesign of the TaxPro support site, bringing its self-service experience to mobile.
- Used A/B testing and content iteration to improve customer experience; received the 2015 CEO Care Award for Agent Portal work.

CUBIC CORPORATION

UI Developer | 2004 – 2006

- Developed user interfaces for transportation and web-ticketing systems; created shared front-end layout and validation standards.

SELECTED CONTRACT ENGAGEMENTS

UX Architecture / Senior UI Development

- Supported BD (CareFusion), SAIC, and other clients, including an interactive pharmacy inventory and drug-shortage analytics prototype.

TOOLS & METHODS

DESIGN & PROTOTYPING

Figma, Figma AI, Figma Agents, Axure RP, interactive prototypes, design systems, developer handoff

AI-ASSISTED WORKFLOWS

Claude, ChatGPT, Perplexity, AI-assisted discovery and synthesis, competitive research, concept exploration, prompt iteration

RESEARCH & COLLABORATION

User interviews, contextual inquiry, journey maps, usability testing, Agile UX, stakeholder workshops

TECHNICAL FOUNDATION

Responsive design, HTML, CSS, JavaScript, Bootstrap; engineering collaboration

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