

BILL YUDICHAK

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UX LEADER & SENIOR PRODUCT DESIGNER | Design Systems • Complex Workflows • Enterprise SaaS

UX leader and hands-on senior product designer specializing in complex enterprise workflows, scalable design systems, accessibility, and product development. Known for finding and creating clarity across complicated products, translating customer insights into practical product decisions, and partnering closely with product and engineering. Combines UX strategy, team mentorship, and cross-functional leadership with interaction design, prototyping, and front-end technical fluency.

AREAS OF EXPERTISE

Human-Centered Design & Research

Human-Centered Design • User Research • Customer Interviews • Workflow Analysis • Information Architecture • User Flows • Usability Testing • Heuristic Evaluation • Wireframing • Rapid Prototyping • Research Synthesis

Product Design & Accessibility

Product Strategy • Interaction Design • Visual Interface Design • Complex Workflows • Responsive Design • Design Specifications • Accessibility • WCAG • Figma • AI-Assisted Design & Prototyping

Design Systems & Product Delivery

Design Systems • Component Libraries • Interaction Patterns • Design Tokens • Figma Libraries • Storybook • Product Discovery • 0→1 Product Development • Agile Delivery • Cross-Functional Leadership • Stakeholder Alignment • React • Vue • HTML/CSS/JavaScript

PROFESSIONAL EXPERIENCE

Senior Manager, UX / Product Design • Advarra (formerly Bio-Optronics) • July 2018 – February 2026

Led product design across a portfolio of enterprise clinical research applications while remaining hands-on in research, interaction design, design systems, accessibility, prototyping, and design-to-development collaboration.

- Served as a strategic bridge between product leadership, engineering teams, stakeholders, and end users, influencing product direction for complex initiatives, facilitating design reviews, and translating business needs into practical product decisions.
- Modernized complex clinical research workflows across IRB management, clinical trial operations, sponsor payment reconciliation, and participant payments, translating specialized domain rules into clearer product experiences.
- Helped stabilize and reshape an in-flight redesign of CIRBI, an institutional review board management platform, by rapidly learning a complex domain, aligning stakeholders, strengthening customer feedback loops, and helping deliver the initial release on schedule.
- Drove creation and adoption of a cross-product design system across five greenfield and two legacy applications, reducing UI fragmentation and streamlining implementation through reusable components, design tokens, patterns, and close collaboration with React and Vue teams.
- Established product design practices and recurring customer and stakeholder review processes that strengthened research-informed decision making, surfaced issues earlier, and reduced downstream rework.

Chief Experience Officer · BoardBookit (later Govenda, acquired by Passageways) · January 2013 – July 2018

Led end-to-end product experience for a growing B2B SaaS governance platform across administrator, member web, and native mobile applications, combining customer research, complex workflow design, rapid prototyping, product strategy, and cross-functional delivery.

- Owned 0→1 and end-to-end product design across a three-application SaaS ecosystem, moving from product discovery and concepts through prototypes, build-ready designs, and implementation while simplifying complex administrative, collaboration, permissions, and approval workflows.
 - Conducted customer interviews, usability testing, and rapid prototyping to understand workflows, validate concepts, and translate customer and business insight into product direction with Product and Engineering.
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OTHER RELEVANT EXPERIENCE**User Experience Lead · WeDoCommerce**

Led UX strategy and design for ecommerce and digital experiences supporting clients including Merck, Sally Beauty Supply, DEMDACO (Willow Tree), Sanrio (Hello Kitty), and TENA, translating client goals into customer experiences delivered across websites, ecommerce platforms, and digital campaigns.

UX Designer / Front-End Developer · Independent (select client work)

UX design and development services for web products and marketing platforms, including custom WordPress/Divi implementation and plugin development.

VOLUNTEER LEADERSHIP**Board Member & Technology Lead · Rochester Jr. Americans Youth Hockey Organization**

- Provide technology leadership for a youth hockey organization supporting 800+ athletes annually, improving operations through custom digital solutions and workflow automation.
- Implemented Zoho Sign workflows integrated with Google Sheets and webhooks to streamline 600+ annual player commitments.

Board Member / Digital Strategy & Technology · Friends of the Montezuma Wetlands Complex

- Launched a mobile interpretive tour and online membership/event registration, improving digital engagement and event operations.
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EDUCATION & CERTIFICATIONS

MS, Teaching Art Education · Rochester Institute of Technology

BFA, Illustration · Rochester Institute of Technology

Certified Usability Analyst (CUA) · Human Factors International
