Adrian Freuen

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USER EXPERIENCE DESIGNER

Senior User Experience Designer with over six plus years of experience designing digital experiences that support millions of users. I enjoy solving hard problems and thinking deeply about the person on the other side of the screen. I partner closely with product, engineering, and research to move from early discovery through final visual design, balancing user needs, business goals, and technical constraints. I also build and evolve scalable design systems and reusable component libraries that improve UI consistency and help teams deliver faster across multiple products and platforms.

EXPERIENCE

Defense Health Agency - Web and Mobile Technologies

Senior User Experience Designer
Tacoma, WA • January 2024 - Present
Contractor: GoldenTech Systems

- Lead end-to-end product design across web, mobile, SharePoint, Sitecore, and enterprise platforms, delivering workflows from discovery through launch for a 9.5M+ user ecosystem.

- Partner cross-functionally with Product, Engineering, Analytics, Research, and Accessibility to represent design, facilitate decision-making, and ensure high-quality implementation.

- Design and evolve a scalable component system that improves consistency, accelerates delivery, and reduces long-term development cost across multiple applications.

- Create user journeys, interaction flows, prototypes, and high-fidelity UI using Figma-based design systems, iterating rapidly through feedback and testing.

- Drive cross-platform cohesion by identifying shared patterns across initiatives and aligning teams on consistent end-to-end experience standards.

- Mentor designers through critique and 1:1 feedback, helping elevate craft, interaction quality, and systems thinking across deliverables.

- Ensure all solutions meet WCAG / Section 508 accessibility standards, reinforcing trust and usability across high-impact systems.

- Collaborate with Engineering, Research, Product, and Accessibility teams to solve cross-application design challenges and maintain ecosystem-wide consistency.

- Conduct competitive analysis and benchmarking to inform design decisions and elevate product quality.

- Communicate design strategy and outcomes through leadership reviews and executive briefings, strengthening alignment and delivery momentum.

PRODUCT AND EXPERIENCE DESIGN

Branding & Marketing,
Interface Design,
Interaction Design,
Information Architecture,
Product Usability,
Responsive & Accessible Design
(WCAG / Section 508)

METHODS

Usability Testing,
Competitive Comparative Analysis,
Research Synthesis,
Persona Development,
Low-High Wireframes,
Rapid Prototyping,
Agile Workflow

SOFTWARE

Figma,
Adobe XD,
Photoshop,
Illustrator,
InDesign,
Invision,
Sketch,
Miro,
Jamboard,
Jira/Confluence

LEADERSHIP

Stakeholder Engagement,
Public Speaking/Briefing,
Mentorship,

AWARDS

Attain Way Achievement Award
Recognized by corporate leadership for UX/UI excellence.

MAXIMUS Extraordinary Performers
Honored for outstanding UX contributions for DHA, including work addressing equity and racial disparities in governed systems.

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EXPERIENCE CONTINUED

Defense Health Agency - Web and Mobile Technologies
Senior User Experience Designer
Tacoma, WA • September 2019 - January 2024
Contractor: Maximus/Attain

- Delivered UX solutions across native mobile, responsive web, PWAs, and enterprise platforms, supporting both customer-facing and internal business workflows.

- Led research efforts, including usability studies and synthesis, translating insights into scalable interaction models and workflow improvements.

- Worked closely with Product and Engineering to define requirements, prioritize roadmap initiatives, and execute features through iterative delivery cycles.

- Designed and improved internal tools and operational workflows, reducing friction and increasing adoption for technical and non-technical stakeholders.

- Facilitated design reviews, demos, and stakeholder presentations, building strong cross-functional alignment and raising the standard for UX quality.

- Thrive in ambiguous spaces by rapidly exploring multiple directions with prototypes and helping teams converge on effective solutions.

Pacific Studio
Graphic Designer & Visual Communication
Seattle, WA • August 2018 - March 2019

- Designed way-finding and environmental graphics for museum and exhibit spaces, translating complex spatial systems into straightforward, intuitive navigation for diverse visitors.

- Developed cohesive visual systems (typography, iconography, color, layout standards) to ensure consistency across multi-surface environments and large-scale installations.

- Created information hierarchies and signage frameworks that improved orientation, reduced confusion, and supported a seamless end-to-end visitor journey.

- Prepared production-ready assets and proofs, ensuring high-quality execution.

- Designed accessible visual communication using contrast, legibility, and clarity best practices to support inclusive way-finding comprehension.

PORTFOLIO HIGHLIGHTS

- Enterprise platform across multiple systems an applications (9.5+ users)

- Workflow and internal tool design to improve adoption and efficiency

- Scalable design systems and component libraries across product surfaces

EDUCATION

General Assembly
User Experience Design Immersive
Seattle, WA • January-May 2019

University of Oregon
Masters of Fine Arts in Printmaking - Summa Cum Laude
Eugene, OR • August 2004 - June 2007

Gonzaga University
Bachelors of Fine Arts in Printmaking & Ceramics - Cum Laude
Spokane, WA • August 1997 - May 2001