

SYDNEY HEMBREE

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Portfolio: https://srhembree.github.io/Portfolio_Home/

SUMMARY

Product Designer with a diverse background in marketing, journalism, and graphic design. Passionate about solving user pain points through innovative solutions, I bring expertise in user research, usability testing, and collaborative design processes. Experienced in creating wireframes, user flows, and high-fidelity prototypes using tools like Figma and Maze. Skilled in interviewing users, developing persona profiles, and applying Lean and Agile UX methodologies to ensure consistent, high-quality user experiences. Adept at balancing user needs with business goals, advocating for the user while driving product development. Eager to contribute to a team that values systems thinking and cross-functional collaboration.

TECHNICAL SKILLS

User Experience & Research Tools: Interactive Design, Storyboarding, Agile Methodologies, Interviewing, Persona Creation, Insight Synthesis, Maze

User Interface Tools: Illustrator, InDesign, Figma, Typography, User Flow Diagrams, UI Grids and Composition, Iconography, Universal Design, Color Theory, Heuristic Evaluation

Product Design Tools: Market Value, Generative AI Incorporation, Product Strategy, Feasibility, Business Needs, Product Life Cycle, Enterprise Design

CERTIFICATES

Advanced Figma Course (2024)

NNGroup Lean UX & Agile Course (2023)

WORK EXPERIENCE

R1RCM | REMOTE

Product Designer: July 2022 - March 2025

- Spearheaded greenfield initiatives focusing on healthcare resolution, invoicing management, and charge categorization.
- Built an updated invoicing tool for the creation of DRGV and charge capture invoices, leading to a \$897,000 reduction in manual touches YOY and sunseting outdated 3rd party applications.
- Collaborated with cross-functional teams to incorporate Machine Learning predictions into manual categorization work; saw \$360,000 in increased revenue from improved inflows.
- Optimized client-facing data visualization reports (Power BI) aimed at highlighting and comparing internal healthcare metrics.
- Conducted and quantified validation research results on the effectiveness of an enhanced appeal creation and submission process; average user ratings were 6.4/7 for the process's intuitiveness and 5.5/7 for ease of use compared to their current process.
- Co-led a 6-month-long, company-wide Community of Practice focusing on new products.

FREELANCE | MARIETTA, GA

UX/UI Designer & Social Media Coordinator: August 2021 - July 2022

- Brainstormed website ideas with the client, iterated on UX & UI based on system specifications, and added content to each page.

- Photographed products and edited for social media and site.
- Monitored website for conversion rates and social interactions.
- Tested website to improve usability, increasing online store sessions (Aug-Dec 2021) by 15% and online store conversion rates by 363% YOY (Dec 2020 - 2021).
- Websites: <https://sewdreamscometrue.com/>, <https://www.georgiasymphony.org/>, <https://www.cobbmastergardeners.com/>

MASTER GARDENER VOLUNTEERS OF COBB COUNTY | MARIETTA, GA

Marketing & PR Coordinator: August 2018 - MAY 2019; AUGUST 2021 - MAY 2023

- Developed and managed two campaigns simultaneously, which improved the branding of the nonprofit and fundraising income by 153.8% compared to previous years.
- Implemented market validation research using in-person surveys, thereby measuring public awareness of the brand, leads, conversion rate, and customer close rate.

GEORGIA SYMPHONY ORCHESTRA | MARIETTA, GA

Webmaster of Silent Auction: January 2020 - July 2020

- Designed experiential, interaction, and interface layouts of nonprofit's silent auction site.
- Received high remarks from users when testing site functionality. Raised over \$5,000.
- Established a trusting relationship with board members and the organization's staff.
- Increased net income of bidding by over 50% compared to previous years.

EDUCATION

Certificate in UX/UI Design

Georgia Institute of Technology, Atlanta, GA June 2021

Master's in Public Administration (MPA), Nonprofit Management

Kennesaw State University, Kennesaw, GA May 2019

Art Direction Classes (Typography, Color Theory, Iconography, Storytelling)

The Creative Circus, Atlanta, GA August 2015 - June 2016

Bachelor's in Business Communication, Marketing & Corporate Relations

University of Mississippi, Oxford, MS June 2015

Bachelor's in Journalism, Broadcasting

University of Mississippi, Oxford, MS June 2015