Austin Wilhelm
user experience designer

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An inventive and thoughtful UX/UI designer with over four years of experience crafting digital experiences across SaaS and healthcare. Known for translating vision into actionable design through research, journey mapping, and insight-led strategy. Skilled at turning abstract ideas into practical design through wireframes, prototypes, and polished interfaces that make complex tools feel effortless to use. Often leads discovery research and co-creates with teams during ideation sessions while helping newer designers grow their craft. A detail-oriented thinker and natural collaborator focused on creating experiences that feel intuitive, meaningful, and built to last.

Skills

CORE COMPETENCIES

- Information Architecture
- User-Centered Design
- Rapid Prototyping
- Cross-Functional Collaboration
- Customer Journey Mapping
- Data-Driven Decision Making
- Design Systems
- Design Thinking & Big Picture Problem Solving
- Discovery & Competitive Analysis
- Facilitating Retrospectives
- Interactive/Responsive Design
- Project & Stakeholder Management
- Storyboarding
- User Research & Interviews
- Agile/Scrum Leader Practices

TECHNICAL EXPERTISE

- Adobe Suite
- Canva
- Confluence
- CSS
- Figma
- Google Workspace
- HTML
- Hugo Framework
- Jira
- Microsoft 365 Tools

Work Experience

Associate Product Specialist

Medtronic

Fridley, MN (Hybrid) • 2024 - Present

- Employed leadership mentality, producing digital asset designs for 8 different clinician offices to provide critical information to care in a scannable and user friendly fashion.
- Deepened product innovation and a comprehensive understanding of design principles by engaging with cross-functional teams, applying best practices to elevate project quality and efficiency.
- Support product detail tracking, project coordination, and asset creation while contributing to the design process across multiple initiatives.

UX/UI Designer

Mindful Care

Minneapolis, MN (Remote) • 2022 - 2024

- Received a Service Excellence Award (Winter 2023) for optimizing the patient onboarding experience, leading to improved engagement and business growth.
- Guided UX/UI design efforts at a fast-growing mental health startup, shaping digital experiences that supported over 5,000 monthly users and adapted to evolving industry regulations.
- Established the first user research and inclusive design practices, ensuring applications met diverse user needs while aligning with business objectives.

- Conducted discovery research, usability testing, and competitive assessments to refine product experiences and increase user engagement; mapped user flows and journeys to streamline onboarding and boost retention across key touchpoints.
- Employed a growth mindset through ideation and requirements-gathering sessions, translating insights into interactive wireframes, prototypes, and high- fidelity UI designs.
- Liaised with developers, marketing, and product teams to align design decisions with strategic goals and business needs.
- Verified WCAG guidelines were met user-acceptance testing to ensure accessibility across all users

Creative Design & Marketing Specialist

Top Echelon Software

Minneapolis, MN • 2020 - 2022

- Designed and executed marketing strategies that helped increase click through traffic 30% YoY.
- Redesigned 15+ marketing web pages using UX/UI best practices, ensuring consistency across digital channels.
- Conducted user research and usability testing to validate hypotheses and optimize content strategy.
- Launched a new website within five months, leveraging iterative testing and stakeholder feedback to refine user flows.
- Created marketing assets that balanced user needs with business objectives, improving conversion rates and engagement.
- Developed SEO-friendly content and design elements, optimizing digital reach and visibility.

Education

BA in Creative Advertising

University of Minnesota • Minneapolis, MN

- CLA Dean's List, Fall 2018 – Spring 2020
- Joined StudioU to build strong proficiency in media production, editing, and familiarity with equipment and techniques.
- Co-founded University of Minnesota Spikeball Club while performing clerical and necessary duties as a Marketing Officer.

Awards & Scholarships

Mindful Care Service Excellence Award

Mindful Care | 2023

Certifications

Google UX Design Certificate

Google | 2021 – 2022

Publications

Google's YouTube Channel: A Mindful User Experience

Google | 2024

Assisted in providing an interactive and approachable atmosphere for learning about UX day-to-day responsibilities

Shared insights and learnings with ~500k viewers on YouTube

View it here