

Maxwell Getz *Product Designer*

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📄 SUMMARY

Principal Product Designer. 9+ years designing across healthcare platforms and consumer apps. I lead complex regulated systems, own design systems end-to-end, and prototype daily in AI-assisted workflows mixing Claude Code, Codex, and Figma.

📁 EXPERIENCE

05/2023 – Present
Remote (Miami, FL)

Principal Product Designer, Abarca Health

- Lead design across patient portals, claims operations (adjustments, reprocessing, rebates, formulary), and medication therapy management platforms, building consumer-grade craft into operational tooling
- Designed claims operations interfaces that support processing of thousands of healthcare claims daily across adjustments, reprocessing, and rebate workflows
- Redesigned network and pricing configuration workflows, reducing operator setup time and error rates on high-stakes regulated configurations
- Own the design system across the platform suite, aligning components, patterns, and documentation with engineering to scale shipping velocity
- Established AI-assisted design workflows on the team, including a component bridge that links the design system into Claude Code and Codex so generated prototypes use real design system components
- Mentor designers on the team across craft, career, and design system adoption

06/2022 – 03/2023
Miami, FL

Principal Product Designer, Suture Health

- Designed a clinical paperwork processing platform end-to-end, from product strategy through launch
- Reduced per-user document processing time and error rates on multi-document workflows through interface and workflow redesign
- Established the design system at platform launch, defining components, patterns, and documentation for the engineering team
- Collaborated directly with founders and engineering to scope, validate, and ship the v2 product experience

06/2020 – 05/2022
Miami, FL

Principal UX/ Product Designer, ChenMed

- Promoted from Senior to Principal during tenure for leading high-scope design across clinical and patient-facing platforms
- Led a ground-up redesign of EHRs and clinical decision support tools for value-based primary care
- Designed patient portal features including prescreening questions that reduced patient visit times, contributed to a 35% reduction in ER visits, and drove a 20% increase in NPS
- Built ChenMed's first design system from scratch; became the foundation for all subsequent product work

10/2019 – 05/2020
Miami, FL

Senior UX Designer / Product Designer, REEF Technology

Designed across retail and logistics tech platforms during the company's rapid scale phase

07/2018 – 10/2019
Fort Lauderdale, FL

UX Designer, Starmark
Agency UX work across consumer and enterprise client engagements

05/2017 – 07/2018
West Palm Beach, FL

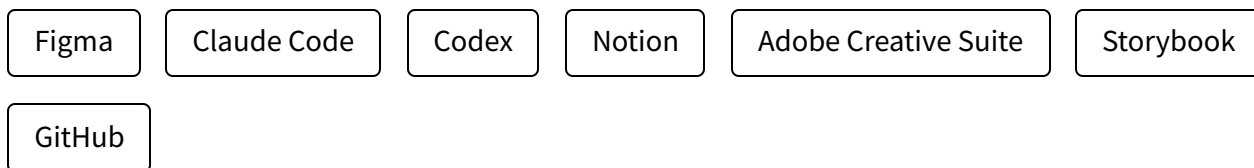
UX Designer, Crossmatch

- Designed biometric and identity management products for law enforcement, military, corporate, and government clients
- Worked on real-world interaction patterns for high-stakes regulated environments

SKILLS

- Product Design
- Rapid Prototyping
- Healthcare Design
- Design Systems
- Code Prototyping
- User Experience
- Generative AI
- Design Leadership
- Interaction Design

TOOLS



PROJECTS

2025 – Present

MissBetty
Founder. Coordination app for families navigating logistics after a loss. Currently shipping.

2020 – 2023

Halley VR
Founder. Edu-tech venture exploring immersive learning experiences.

2017 – 2018

Lux Interaction
Founder & UX Designer. Design studio leading UX work for client engagements.

2013 – 2017

Wynwood Media House
Founder. Media and production company; led business, content strategy, and production direction.

EDUCATION

2016

UX/UI Design Certification, Ironhack
Uber-sponsored scholarship recipient · first UX/UI cohort at Ironhack

2007 – 2009

Orlando

Bachelor of Science in Filmmaking, Full Sail University
Coursework in special effects, computer science, animation, cinematography, graphic design, storytelling, and art history

INTERESTS

Making things | Running | Backcountry backpacking | Music | Art | Video games |
Language learning | Philosophy | Science