

Steve Libbey

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Senior Product and UX Professional

Senior product and UX professional with two decades of experience building and shipping software systems across healthcare, SaaS, and enterprise environments. I work comfortably across product definition, user experience, and delivery, translating messy problems into clear workflows and usable tools. I actively use modern platforms and AI-enabled tools as part of my day-to-day work, accelerating research, prototyping, and decision-making while staying grounded in real user needs and business constraints.

EXPERIENCE

Poor Yorick

Founder / Product Designer and Systems Architect

2023 – Present

Designed and built Yorick, an AI-assisted writing studio focused on helping writers and creators work through complex drafting, revision, and sense-making tasks without surrendering authorship. Led product definition, UX design, and system architecture, shaping how AI participates in creative workflows as a collaborator rather than a generator, retaining the integrity of the work.

- Defined product strategy and interaction model for an AI-assisted writing environment centered on control, iteration, and authorial intent rather than automation.
- Designed UX patterns for AI-in-the-loop workflows, including structured prompting, revision passes, tone analysis, and contextual memory across drafts.
- Built and tested prototypes exploring how AI alters user cognition, decision-making, and creative flow in long-form work.
- Integrated LLM APIs and supporting systems to enable summarization, analysis, and guided exploration while keeping users in control of output.
- Developed modular tools for world-building, character modeling, plot structure, and diagnostic feedback, translating abstract creative problems into usable interfaces.
- Used AI models (Claude, ChatGPT, Mistral) as part of the product design and research process, accelerating ideation, testing assumptions, and refining interaction models.

Thingmo Labs (Independent Studio)

Principal UX / Product Designer – AI, Data Visualization & Systems Design

06/2012 - present

- Operated a full-service design and development studio providing data-driven UX, web, and product design for clients in healthcare, retail, and creative industries.
- Delivered AI-integrated UX solutions using OpenAI APIs, Python, and data visualization libraries to accelerate research and storytelling workflows.
- Created internal prototypes and tools under the Thingmo Labs umbrella, including:

- SoggyBones – AI-assisted writing and editing environment emphasizing tone analysis and story architecture, which morphed into Yorick.
- Prospero's Press – automation toolkit for publishing, marketing analytics, and A/B testing.
- Driftbook – experimental visualization platform combining generative imagery, audio, and performance data.
- Supported client engagements from discovery to deployment, aligning product goals with design system scalability and accessibility standards.
- Partnered with PMs and engineers to design and deliver AI-driven UX prototypes and workflow visualization tools for enterprise clients and internal products.
- Notable clients: Prime Therapeutics, Foot Locker, Eastbay, Fell Swoop, and multiple creative agencies and music labels.

West Health Institute

Senior Data Visualization Developer

11/2024 - 5/2025 La Jolla, CA

- Designed data-driven visualizations and interactive dashboards to present key insights on healthcare affordability and equity, helping inform public policy and build clarity among senior stakeholders.
- Transformed complex healthcare datasets into compelling, insightful infographics for lawmakers, researchers, and students.
- Managed end-to-end design and front end development process, from wireframing in Figma to deployment, collaborating with offshore developers across time zones via Jira, Slack, and Zoom.
- Integrated frontend solutions with data sources using Storyblok CMS, APIs, SQL, Snowflake, and Python to support scalable data access and visualization.
- Used AI tools, including ChatGPT, to support data exploration, content workflows, and rapid iteration across research and product teams.
- Led UI/UX efforts for data-driven storytelling, aligning visualizations with organizational goals in healthcare advocacy and policy.
- Collaborated closely with Gallup's research and analytics team on the West Health–Gallup Healthcare Affordability and Value Index, a nationally recognized initiative tracking U.S. healthcare quality, access, and cost burden.
- *Tools: Adobe CC, Figma, React, Charts.js, D3.js, Recharts, Next.js, Storyblok CMS, ChatGPT, SQL, Snowflake, Python, Jira, Slack*

DAI

Lead UX Developer (remote contract)

06/2023 - 02/2024 Bethesda, MD

- Collaborated on strategy with leadership and cross-functional teams for a company-wide ERP digital transformation initiative affecting 80 global business development projects, aimed at streamlining internal processes and standardizing workflows.
- Led UX discovery (user research, user flows) and design of platform-agnostic dashboards for internal processes, integrating data from dozens of internal applications (Power BI, SAP, legacy Lotus Notes) via custom APIs.

- Vetted AI-powered knowledge management tools and vendors to improve workflow in field operations documentation and knowledge base management, introducing robust versioning and governance features.
- *Tools: SAP Build/Workspace, Figma, Power BI, AI tools (ChatGPT), API, Lighthouse KM, Agile Scrum, ADO, Jira*

Providence Health System

Principal UX Software Engineer (remote FTE)

10/2021 - 02/2023 Irvine, CA

- Hired and led a team of developers to extend Citrix functionality to support the hospital's software ecosystem (featuring apps like ServiceNow, Power BI, Epic, Kronos), increasing provider-patient face time by five minutes per patient encounter.
- Devised the UX/UI and design system for a cross-team cloud optimization initiative targeting Azure services, resulting in an immediate subscription cost savings of 6% within the first four months.
- *Tools: Turbonomic, Azure, ReactJS, VueJS, Adobe CC, API, HTML/CSS/Sass, Agile Scrum, ADO, GitHub and Figma.*

T-Mobile

Senior UX Software Engineer (remote FTE)

04/2016 - 09/2020 Seattle, WA

- Ideated, designed, and engineered an MVC-based UI for custom internal reporting applications used by thousands of management and executive-level users for business intelligence, enabling T-Mobile to save millions in Tableau subscription licensing costs, and pursue leadership's unique business model.
- Created data visualization prototypes and reusable templates in Power BI, accelerating report development.
- Conceptualized and created UX mockups for internal tools on a cross-functional team in an Agile Scrum environment, ensuring alignment with T-Mobile brand guidelines.
- Designed data visualization elements for the marketing department.
- Acted as the team product designer for a custom reusable app platform in built in C# and Angular, optimized for performance with multi-dimensional cubes.
- Researched business intelligence needs and recommended custom and off-the-shelf solutions, and best practice design patterns.
- Migrated data from SQL Server to Azure using DAX.
- *Tools: AngularJS, Azure, SaaS, CSS/Sass, Adobe CC, API, UX/UI responsive design, Figma, JavaScript, JSON, SQL, DAX, C#, Power BI/Tableau, Git, Jira, Agile Methodologies*

Harris Corporation

Senior UX Software Engineer (remote contract)

01/2015 - 08/2015 Melbourne, FL

- Provided wireframes, designs, and prototypes for a web-based patient/provider portal healthcare software that integrated with Epic and Cerner via APIs.
- Tested UI for consistency with a distributed team.
- Created a design system in Figma and Adobe CC.

- *Tools: User-centered design, Figma, FoundationJS, Adobe CC, APIs, JavaScript/jQuery, Bootstrap*

iLink Systems

Senior UX Developer

05/2012 - 01/2015 Seattle, WA

- Led product design for Microsoft stack web applications, Windows 8 apps, and SharePoint solutions in managed-partner/agency engagements.
- Created the award-winning NORAD Tracks Santa application, enjoyed by 35 million people globally, working by collaborating with offshore QA teams and content providers.
- Designed and developed multiple healthcare applications including a European doctor rounds app, American Specialty Health's patient portal, and Children's Hospital of Philadelphia's pediatric anesthetic crisis app.
- *Tools: UX/UI responsive design, Adobe CC, CSS, HTML5, XAML, XML, Git/SVN, Azure, JSON, iOS/Windows 8 app design, device UI design, JavaScript and JS animation libraries, jQuery, SharePoint, Cornerstone*

Boeing

Senior UX Developer (contract)

01/2014 - 10/2014 Seattle, WA

- Solved the conundrum of migrating legacy UNIX aviation manufacturing software to a modern UI without retraining non-tech-savvy aircraft mechanics, avoiding millions of dollars in potential factory downtime costs.
- Directed a team of 5 offshore developers on aviation software UI design, ensuring daily alignment with client priorities across time zones.
- Documented UI style guides and coding standards to facilitate collaboration between onshore and offshore development teams.
- *Tools: HTML, CSS3, JSP, JavaScript, Bootstrap, Responsive Design, typography*

SKILLS

DESIGN & PRODUCT MANAGEMENT

- Wireframing, Prototyping & User Flow
- Discovery, Product Roadmaps, Customer Journey Mapping
- UX Research & Competitor Analysis, User-Centered Design
- Typography & Graphic Design, Mobile-First & Responsive Styles Design
- Cross-Functional Team Interfacing Collaboration, QA Testing, A/B Testing, iOS/Android App Design

DEVELOPMENT

- AI-enabled workflows and systems
- Data Visualization (Power BI, Tableau, D3.js)
- Agile Scrum (Scrum Master, Product Owner)
- React, Vue.js, Angular

- Data analysis with Python, SQL
- Git, Azure DevOps (ADO)
- HTML/CSS/JavaScript/API HTML5, CSS3, JavaScript, RESTful APIs

EDUCATION

- Master of Science in Artificial Intelligence & Data Science – *Boston University (in progress)*
- BA Bachelor of Arts in English with Writing Certificate – *University of Cincinnati*
- Certified Scrum Master (CSM), Certified Scrum Product Owner (CSPO) – Scrum Alliance

AND OTHER ACTIVITIES

- Author on UX, AI, and authorship
- Published novelist, musician, professional artist
- Adobe instructor and mentor to emerging UX designers