

SHAINA SHULTZ

Product Leader, Healthcare Platforms

shaina.shultz@gmail.com | linkedin.com/in/shaina-shultz | shainashultz.com

PROFESSIONAL SUMMARY

Chief Product Officer and hands-on product designer with experience in healthcare technology, enterprise platforms, and digital experiences for clients including Amazon, American Express, and Bank of America. Lead product strategy, UX/UI design, and quality assurance at Alchemy Vision, including a platform replacement supporting the migration of approximately 100 practices.

CORE SKILLS

UX/UI Design • Product Strategy • Roadmap Development • Information Architecture • Interaction Design • Design Systems • Enterprise Workflows • Cross-Functional Collaboration • Quality Assurance

PROFESSIONAL EXPERIENCE

Chief Product Officer

September 2025 – Present

Alchemy Vision

- Designed a replacement healthcare training platform and led design and quality assurance through launch, supporting the migration of approximately 100 practices.
- Define product strategy and a phased roadmap, translating business and learner needs into workflows and interface designs.
- Scoped a leader-first release that two engineers could ship before AAO, keeping the external LMS.
- Designed setup flows, permissions, and interfaces for account hierarchies for regional enterprises and flatter practices with shared staff.
- Designed self-service subscriptions for purchases of up to 50 licenses, so sales could focus on enterprise accounts.
- Designed an administrator portal for managing accounts, reviewing learner proficiency, and sending training reminders.
- Led the concept, product direction, and UI for NOVA, an AI onboarding guide for matching learner backgrounds to curricula and proficiency levels; define functionality with engineering.
- Designed and built the company's new website, launched alongside the platform replacement.

Freelance Product Designer

June 2023 – August 2025

Independent Consulting

- CitrusBits / RadiusXR: Designed user interfaces for a VR-based diagnostic and vision-testing platform and built a comprehensive design system.
- Alchemy Vision: Provided intermittent UX and product design support for platform updates and researched emerging technologies.

UX/Visual Designer

September 2021 – May 2023

Deloitte Digital

- Designed responsive client and employee dashboards for Bank of America's corporate lending workflows, displaying transactions, balances, available credit, and client insights.
- Designed responsive Medicare eligibility pages and plan-selection interfaces for Anthem, incorporating accessibility considerations and personalized plan comparisons.
- Created a branded design system for Cornerstone's Salesforce sales dashboard, working within platform constraints to support quote and approval workflows.

Founding Product Designer

October 2020 – October 2023

Alchemy Vision | Included consulting concurrent with Deloitte

- Served as the sole designer, partnering directly with the CEO to define the original product strategy and design the platform from the ground up.
- Built the platform's first design system and established design-to-development handoff processes and documentation.

EDUCATION

Southern Methodist University — MA, Creative Technology | 2025

Washington University in St. Louis — BS, Business Administration (Marketing & Design) | 2020

MIT — Certificate, Designing and Building AI Products and Services | 2023

UCLA — Certificate, User Experience Design | 2020 – 2021

TOOLS & TECHNICAL

Figma • Adobe Creative Suite • Unity • Unreal Engine • Three.js • HTML/CSS • JavaScript • TypeScript • Python • React • Claude