Huruy Kidanemariam

Senior UX Designer



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SKILLS

DESIGN

Figma · Prototyping · Wireframing · Visual Design · Design Systems · Information Architecture · Journey Mapping

RESEARCH

Usability Testing · Heuristic Evaluation · Competitive Analysis · User Interviews

DEVELOPMENT

React · HTML/CSS · JavaScript

COLLABORATION

Cross-functional Teams · Workshop Facilitation · Lean UX · Design Critique

AI

Prompt Engineering · AI Prototyping · LLM Integration · Human-in-the-Loop Design

SUMMARY

Senior UX Designer with 8+ years designing enterprise products where mistakes are costly: payroll compliance, HR platforms, healthcare billing, and conversational AI. I also build what I design, with two apps live on the App Store that I researched, designed, and shipped solo. Currently a Senior UX Designer at Capital Group.

EXPERIENCE

Senior UX Designer Mar 2026 – Present
Capital Group (via Luxoft) · Los Angeles, CA

- Designed Scout, a conversational AI assistant that helps teams with their research, in a regulated industry, partnering with product, engineering, and compliance stakeholders
- Contribute to shared design systems and interaction patterns used across product teams

Founder, Product Designer & Developer 2024 – Present
Appfinity Labs (Independent) · Los Angeles, CA

- Designed and built a HIPAA-compliant doula care and Medi-Cal billing portal for a Bay Area birth-justice nonprofit, with 56 accounts across 5 community birth organizations (Sept 2026): visit logging against Medi-Cal caps, CMS-1500 claims, five roles enforced with row-level security, two-factor sign-in and audit logs
- Designed, built and shipped EBT Finder, a SNAP/EBT store locator on the App Store and web: 264,000+ locations across 53 states and territories and about 1,500 US users a month; 9 of 10 test participants found hot food in under 15 seconds
- Designed, built and shipped Beles, a dating and community app for the Tigrayan diaspora, now on the App Store; usability testing raised understanding of its traditional matchmaking feature from 5 of 8 testers to 7 of 8
- Build production React, Supabase and Capacitor apps, including LLM features with guardrails and human-in-the-loop review

SIDE PROJECTS

EBT Finder

Designed, built, and shipped solo: a review-first SNAP/EBT store locator on the App Store and at ebtfinder.org. UX research, Figma, React, Supabase.

Beles

Designed, built, and shipped solo: a dating and community app for the Tigrayan diaspora, now on the App Store.

UX Designer Apr 2023 – Mar 2026
Asure Software · Austin, TX

- As the sole designer embedded onsite, re-architected the configuration model behind 9,000+ tax agencies; after launch the team saw fewer configuration errors and faster onboarding of new agencies
- Led research and information architecture for OneAsure, consolidating four HR portals and logins into one product across 16 interviews and 24 usability tests; support tickets went down after launch
- Designed the persona and conversational scripts for Luna, an enterprise AI chatbot integrated across HR, payroll, and benefits
- Authored WCAG-compliant design system guidelines that set accessibility standards across web and mobile products

UX Designer Jan 2020 – Feb 2023
IMMERSE · Los Angeles, CA

- Designed onboarding flows for VR-based English language learning experiences
- Created Immerse's first content and design framework, reusable guidelines that instructional designers built lessons from
- Ran usability tests to find where learners stumbled on language, then rewrote the prompt sequences around those points
- Partnered with instructional designers and engineers so UI copy followed pedagogical best practices

Product Designer Jan 2016 – Jan 2020
Datable · Oakland, CA

- Designed and wrote UX for multiple concurrent SaaS client projects across industries
- Built a modular Figma design system with standard copy patterns for error states, empty states, and CTAs
- Refined CTA copy with stakeholders against business KPIs and conversion data

LEADERSHIP & COMMUNITY

Communications Team Lead 2020 – Present
HPN4Tigray · Portland, OR

Lead storytelling and advocacy campaigns for a diaspora humanitarian network, and built the reusable design templates the team uses to launch campaigns.