

Caroline Hill

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Experience

Berry Street

Principal Product Designer | Jan 2026 – Present

Led product strategy and design for AI-enabled provider tools supporting medical nutrition therapy and GLP-1 care. Established the vision, UX foundation and design system, spanning scheduling, task management and escalation, video calls, and AI-assisted charting. Directed qualitative research to validate workflows, uncover opportunities, and inform product strategy.

Thirty Madison – Nurx

Staff Product Designer | Apr 2023 – Jan 2026

Led 0→1 design for a weight management service line, driving 20K+ patients and \$6M+ in revenue. Redesigned subscription management and refill experiences, reducing cancellations and support volume by 74%. Shaped product direction from discovery through launch while contributing to the design system and mentoring designers.

Rhino

Senior Product Designer → Lead Product Designer | Mar 2021 – Apr 2023

Led end-to-end design for B2B and B2C experiences across a B2B2C fintech platform serving property managers and renters. Designed and launched renter's insurance product, integrated cash security deposit management and led payment recovery initiatives that drove \$1M+ in revenue. Simplified complex financial workflows spanning insurance policies, payments, and fund management.

DispatchHealth

Senior Product Designer | Jan 2020 – Mar 2021

Led design for patient booking and internal dispatch tools, simplifying complex scheduling and logistics workflows. Improved payment collections by 22%, increased CSAT, and reduced on-scene time by 40% through data-informed design.

Healthgrades

UX Designer → Senior Product Designer | Mar 2017 – Jan 2020

Led redesign of provider profiles and search experiences, contributing \$2.7M in net revenue. Established standards for an emerging design system in partnership with product and engineering.

The Integer Group

Digital Art Director | Sep 2015 – Feb 2017

Designed digital campaigns and responsive web experiences for brands including Starbucks, P&G, MillerCoors, and Unilever.

Education

University of Illinois at Urbana-Champaign
BFA Industrial Design

Skills

Core expertise

Product Strategy
0→1 Product Design & Development
Healthcare Platforms
AI Product Design and Prototyping
Complex Workflows
Design Systems
User Research
Cross-functional Leadership
Information Architecture

Software

Figma
Claude Code
Claude Design
Mixpanel
Fullstory
Miro
Jira
Linear