Craig Maher Portfolio
Projects in UX • Visual Design • Branding

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Discover

UX / Product Designer | 8+ Years' Experience | Enterprise, Startup, Freelance

At the heart of my work is a focus on people, product, and process. As a Lead UX/Product Designer, I'm passionate about crafting digital experiences that are not only useful and usable, but also delightful. I thrive in collaborative, global, cross-functional environments—partnering closely with product managers, owners, researchers, developers, and key stakeholders to shape thoughtful, user-centered design solutions. I translate user insights into actionable, prioritized problem statements, always aligning them with both short-term business goals and long-term outcomes.

My approach centers on building inclusive, accessible experiences—reducing friction, increasing clarity, and minimizing error across all product touchpoints. I advocate for clear brand expression across voice, tone, and design system consistency, and I leverage OKRs and benchmark design KPIs to measure and communicate the true value UX delivers.

For example, on ADP's Assist Policies, I helped implement AI/LLM automation that reduced manual processes by 87% and cut response times from 15 minutes to just 2—demonstrating the tangible impact of intelligent design on both user experience and operational efficiency.

Define

Current Aspiration

Aspiring to join a collaborative, forward-thinking company as a Senior or Lead UX/Product Designer, where I can leverage my expertise, creativity, and passion for user-centered design. I thrive in dynamic teams, driving the creation of impactful digital products through a process of building, measuring, and iterating for continuous improvement and meaningful user experiences.

Design

Recent Positions

ADP, Roseland, NJ: 11/2017 — 09/2024 (Lead UX Designer IV) Contractor & Full-Time Employee

Led UX design initiatives for a range of ADP enterprise products, designed complex service applications for internal and client-side users of GETS (Global Enterprise Technology & Solutions) while collaborating and solutioning with global cross-functional teams on the following products:

ADP Assist Policies — AI / ChatBot Application 07/2023 — 09/2024 (Full-Time Employee)

→ *(See portfolio for more details)*

- Created an AI/Large Language Model (LLM) web-based platform experience for both HR practitioners and employees to increase productivity and reduce tedium.

- Strategized and conducted discovery sessions with stakeholders & research to gather critical data to understand project requirements and target audience.

- Participated in daily stand-ups with scrum teams and product owners to discuss updates on user story refinement, resolve any blockers, and provide progress design reports.

- Sketched user flows with product owners to define features, UI patterns, opportunities, and address ambiguities.

- Collaborated with content writers to optimize error message clarity, navigation labels, and CTAs.

- Designed low-fidelity wireframes in Miro to identify friction points and address the happy path for end users.

- Presented UX solutions to stakeholders and iterated on designs based on team feedback.

- Developed high-fidelity Figma prototypes focusing on accessibility, content, UI, interactions, and visual design using ADP's Waypoint design system.

- Deployed the Minimum Viable Product (MVP) into the marketplace to conduct pilot testing and gather client feedback for further design improvements.

Past ADP Project Assignments: 08/2021 — 06/2023 (Full-Time Employee)

- Reimagined ADP's new hire onboarding experience with gamification elements across desktop and mobile. Collaborated with researchers on discovery and journey mapping; designed wireframes, interactive prototypes in Figma, and conducted usability testing with team.
- Designed and implemented inline thumbs up/down feedback within ADP's chatbot to capture quantitative user data, improve user flows, and enhance conversational UX.
- Redesigned the ADP Virtual Assistant ChatBot icon to improve recognition clarity and ensure visual consistency across the chat UI—enhancing usability, discoverability, and tappability. A/B Tested.
- Led UX efforts on ADP's cloud-based developer platform Kloud9 / DevX (Reimagined), transitioning from a legacy UI to the modern WayPoint design system. Simplified navigation, clarified labeling, and improved findability within the information architecture (organized by topic, type, and task) to reduce cognitive overload. Conducted tree testing for validation, followed by prototyping and usability testing prior to development handoff.

Past ADP Project Assignments: 08/2017 — 06/2021 (Contractor)

- **Led & Designed UX solutions for** EV6 Enterprise, HR Assist, Sales Beacon, and the Associate Portal as part of ADP's enterprise product ecosystem (2017–2021).

UX/UI, Visual Designer & Developer — 2012 to 2017 (Freelancer)
→ *(See portfolio for more details)*

- nūtrious App (Startup), New York, NY: 2016 — 2017
  Designed the end-to-end UX/UI for a health and wellness iOS app at an early-stage startup. Used research to drive design decisions, introduced a hub-and-spoke navigation model, and created all visual design elements.
- iamHeart Website, Tucson, AZ: 2015 — 2016, UX/UI, Visual Designer
- GDVSource Website, Cinnaminson, NJ: 2014 — 2015, UX/Front-End, Visual Designer
- Kevin Clarke Website, Payrac, France: 04/2013 — 01/2014, Visual Designer/Developer
- The Arts Students League Website, New York, NY: 04/2012 — 01/2013, UX/UI, Wordpress Developer

`Develop`

Education

- Theming Design Systems, Samantha Gordashko (Smashing): Completed April 2025
- Design System Planning and Process, Nathan Curtis (Smashing): Completed March 2025
- Master UX Certified, Nielsen Norman Group (NN/g): Completed January 2025 (Credential ID 1025211)
- Information Visualization: Getting Dashboards Right, Interaction Design Foundation (IxDF): Completed January 2023 (Credential ID 24669)
- UX/User Experience On Campus Design Program: General Assembly, New York, NY: 2016 — 2017
- Visual Design for Web & Mobile: Noble Desktop, New York, NY: 2015
- UX/User Experience On Campus Design Program: General Assembly, New York, NY: 2014
- Mobile and Responsive Web Design: Noble Desktop, New York, NY: 2013
- Continuing Education: Myriad courses in Branding, School of Visual Arts, New York, NY: 2008 — 2011
- Bachelor of Fine Arts (BFA) in Graphic Design, School of Visual Arts, New York, NY: 2004

`Deploy`

Soft Skills

- **The Architect:** Driving product strategy through planning, visioning, and prioritizing UX initiatives.
- **Collaborator:** Thrive on brainstorming with others to generate innovative ideas and solutions.
- **Problem-Solver:** A detective at heart — skilled in uncovering user needs and finding creative solutions to up-level the product or feature.
- **Conceptual Ideator:** A design thinking guru, passionate about brainstorming creative ideas and driving the ideation process.

Professional Skills

- **UX:** Guiding UX projects, mentoring junior designers, fostering collaboration, Design Thinking, Research, Synthesizing Research, Feature Inventory Analysis, Wireframing, Prototyping, Responsive Design, Information Architecture (IA), Dashboards, Usability Testing, Heuristic Evaluation, evangelizing Accessibility Standards (WCAG), Interaction Design, UI, and Content Strategy Initiatives
- **Visual Design:** Data Visualization, Mood Board, Typography, Color, Iconography, Photography, Style Guides, Grid and Layouts, Golden Ratio, Art Direction, and utilizing effective Whitespace
- **Branding:** Strategy and Story Building, Brand Personality, Competitive Audit / SWOT Analysis, Identity and Logo Design, Brand Guidelines, and Preference Testing
- **Tools:** Pen & Paper, Miro, FigJam, Figma, Adobe CC, Live Surface, JIRA, AG Grid, Trello, WebEx, AI