VIKI SCHRAGER

UX & EXPERIENCE STRATEGY LEADER

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UX and experience strategy leader with 20+ years of experience shaping digital products in regulated, mission-critical, and consumer environments. Led end-to-end design for FDA-cleared medical devices and globally launched, AI-enabled security platforms, balancing usability, human factors, and business outcomes. Trusted partner to product, engineering, and regulatory teams, with a track record of translating complex systems into clear, scalable experiences people rely on.

PROFESSIONAL EXPERIENCE

SENIOR UX PROJECT LEAD: MOBILE & SECURITY
Philips Hue (Signify) · May 2022–Present · Hybrid / Boston, MA

Lead UX strategy and execution for **Hue Secure**, an AI-enabled smart home security platform within the global Philips Hue ecosystem.

- Shape UX and product strategy for privacy-first security experiences, covering onboarding, real-time alerts, detection zones, and subscription models.
- Guide distributed design teams across multiple product areas, setting quality standards and aligning work to roadmap priorities.
- Serve as a UX thought partner to product leadership, influencing security roadmap decisions, subscription strategy, and long-term ecosystem evolution.
- Advise product leadership on security experience decisions, subscription strategy, and ecosystem evolution.
- Partner with engineering, legal, R&D, and localization teams to deliver globally compliant, trust-critical experiences.
- Contribute to PI planning, backlog prioritization, and sprint-level design reviews in a scaled Agile environment.
- Establish interaction patterns and governance for real-time, safety-critical workflows in collaboration with the design systems team.

Impact: Led the global launch of Hue Secure across 30+ markets, driving strong early adoption and monetization—achieving a 45% first-year attach rate, $1M+ in recurring subscription revenue, and 60% feature adoption among subscribed users—while establishing Philips Hue's first subscription-based service with high standards for privacy, trust, and accessibility.

Recognition: Red Dot, iF, Spark, and UX Design Awards (2024)

PRINCIPAL UX PROJECT LEAD: REGULATED MOBILE UX
Insulet Corporation · 2016–2022 · Hybrid / Billerica, MA

Led UX for **Omnipod® 5**, the first FDA-cleared tubeless Automated Insulin Delivery (AID) system. This work required navigating complex regulatory, clinical, and technical constraints while designing experiences patients rely on daily for safety and confidence.

- Led end-to-end UX and product design for digital experiences across iOS and Android, supporting CGM integration and automated insulin delivery.

LEADERSHIP FOCUS

- UX & Product Strategy
- Complex, High-Trust & Regulated Systems
- AI-Enabled, Trust-Centered Design
- Human factors & Safety-Critical UX
- Accessibility & Inclusive Design
- Cross-Functional Leadership
- Design Systems & Governance

DOMAINS

- Healthcare & Medical Device
- Connected Home & Security
- Education
- Financial Services
- Non-Profit

EDUCATION

BFA, DESIGN
New York College at Buffalo

CERTIFICATION

Certified SAFe® Agile Product Manager

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PROFESSIONAL EXPERIENCE *(CONTINUED)*

- Delivered validation-ready prototypes, interaction specifications, and design documentation supporting FDA Class II clearance.
- Partnered with regulatory, engineering, clinical, research, and human factors teams to ensure safety, usability, and compliance throughout development.
- Designed low-cognitive-load interfaces for life-critical workflows, balancing automation, transparency, and user control.
- Advocated for accessibility and inclusive design across diverse patient populations, including pediatric users and caregivers.

Outcome: Successful FDA clearance and nationwide rollout, establishing a new category in automated insulin delivery.

SENIOR UX MANAGER – INNOVATION LAB
CVS Health · 2015–2016 · Boston, MA

Led UX initiatives across digital health and wellness products supporting pharmacy access, care adherence, and patient engagement.

- Guided Agile teams through research, prototyping, and iterative testing in fast-moving innovation cycles.
- Partnered with product, engineering, and clinical stakeholders to align UX decisions with patient outcomes and business goals.

SENIOR USER EXPERIENCE DESIGNER
Pearson Education · 2013–2015 · Boston, MA

Designed responsive, modular digital learning experiences for global higher-education platforms.

- Advocated for universal design principles and cognitive accessibility for diverse learner populations.
- Collaborated with product managers, engineers, and researchers to create scalable, data-informed learning systems.

CREATIVE DIRECTOR (UX)
Verndale · 2001–2013 · Boston, MA

Built and led Verndale's UX practice over 12 years, establishing design standards, mentoring cross-disciplinary teams, and delivering enterprise digital platforms across healthcare, financial services, pharma, and B2B—laying the foundation for long-term leadership in regulated and complex systems design.

TOOLS

Design & Prototyping
- Figma · Framer · Adobe Suite

Collaboration & Delivery
- Jira · Confluence · Bitbucket

AI-Assisted Workflows
- AI-assisted design, ideation, and development collaboration (e.g., Midjourney, GitHub Copilot)

AWARDS

Hue Secure
- Red Dot
- iF
- Spark
- UX Design Awards