

# Willis Owen Schafer

## Product Design Leader | Healthtech & Complex Workflows

Lead Product Designer at Lumea, specializing in digital pathology, workflow design, and scalable design systems. I partner with clinical experts, product teams, and engineers to translate complex workflows into clear product experiences. My focus includes how AI can support practitioners' work and help patients understand and navigate care.



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## WORK

*LUMEA*

**Lead Product Designer | Jan. 2025 - Present**

**Senior Product Designer | June 2021 - Jan. 2025**

Led research and redesign of digital pathology workflows, reducing clicks per case by 21.5% and case completion time by 25% in post-release testing. Designed an AI-assisted diagnostic workflow for pathologists, bringing AI capabilities into the clinical product experience. Built and now maintain a scalable design system with engineering, establishing shared components and interaction patterns across the product suite. Established continuous discovery with pathologists, translating clinical workflows, diagnostic behaviors, and edge cases into prioritized product opportunities. Partner with product managers, engineers, and clinical experts to define requirements and guide features from discovery through implementation.

*Aspen Digital*

**Senior Product Designer | May 2020 - June 2021**

Led discovery and end-to-end design for new e-commerce, SaaS, and mobile products, taking early concepts through to production-ready experiences. Facilitated discovery sessions with clients, product managers, and engineers to connect user needs with business priorities and define product direction. Translated research into information architecture, interaction flows, and prototypes. Built reusable component libraries and partnered with engineering to carry a consistent design approach through implementation.

*McCann*

**Product Designer | Aug 2019 - March 2020**

Designed digital experiences for global technology and healthcare clients, translating user research into clear journeys and interactive prototypes. Partnered with engineering to deliver consistent experiences across product and marketing initiatives.

*Sundance Institute*

**Product Designer | Oct. 2014 - Aug 2019**

Progressed from design intern to lead festival product designer, shaping experiences across Sundance's website, mobile apps, and ticketing platforms. Led collaboration with developers, product stakeholders, and brand teams to modernize the festival's digital experience. Developed shared design systems and visual standards across platforms, creating a cohesive experience while preserving Sundance's distinctive creative identity.

## EDUCATION

**Bachelor of Arts, Graphic Design**

**Minor, Psychology**

Portland State University 2010-2014

## HEALTHTECH FOCUS

I work in healthcare technology because I want my work to help people. I see it as the most meaningful place to apply AI: reducing the burden on practitioners and helping patients understand their health and navigate care.

## SKILLS

### Design & Product

Product strategy, workflow architecture, interaction design, information architecture, design systems, 0-1 product development

### Research & Discovery

User interviews, usability testing, workflow mapping, continuous discovery, opportunity prioritization, data-informed decision-making

### Leadership & Collaboration

Cross-functional leadership, stakeholder alignment, discovery facilitation, requirements definition, engineering partnership

### Tools & Practice

Figma, Adobe Creative Cloud, prototyping, AI-assisted workflows, Agile development

## STUFF I LIKE

My wife  
My dogs  
Golf  
Skateboarding  
Video games  
Frasier