

Luc Fraser Gensler

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Staff Product Designer

Highly skilled product design leader with 7+ years of experience creating and modernizing digital products for startups and Fortune 500 organizations across a diverse range of industries. Aligns business objectives and user needs, leading design from research through implementation. Delivered a suite of wealth management trading features that have amassed 354K+ tracked events in their first year and created a digital prescription refill flow generating \$100K+ in annual savings. Trusted cross-functional partner who aligns product, engineering, and stakeholders while mentoring designers and advancing scalable, accessible design practices.

WORK EXPERIENCE

PNC Financial Services

10/2024 - Present

Senior Product Designer • Contractor

- Leading end-to-end UX/UI design of trading enhancements for the PNC Wealth Management platform, including eight expanded trade-entry points, tax lot management, fractional and dollar-based trading, and sell all, generating 149K+ tax lot interactions, 135K+ order-entry navigations, and 70K+ confirmed trades using the new capabilities.
- Delivering full-stack design solutions for enterprise investment experiences through user flows, wireframes, mockups, and interactive prototypes in Figma for desktop and mobile, meeting design-system and accessibility standards while aligning Product, Design, and Engineering.
- Establishing a Key Performance Indicator (KPI) program within the Digital Investing organization and driving the implementation of Adobe Analytics tagging across a platform that generated approximately 9.1M page views, 3.5M visits, and 557K unique visitors during the measured period.

UnitedHealth Group / Optum

07/2022 - 10/2024

Senior UX/UI Designer • Contractor

- Led end-to-end UX/UI design of a digital prescription-refill workflow for the Optum Specialty Provider Portal, replacing phone-based processing with an efficient provider experience used approximately 34 times per day and generating \$100K+ in estimated annual savings.
- Translated product requirements into user stories, flows, wireframes, and interactive prototypes in Figma aligned with design-system standards, accessibility, and regulatory requirements; collaborated with Product on requirement generation, worked with Research on usability testing, and partnered with Engineering through development and design quality assurance to ensure proper implementation.
- Designed and modernized digital-pharmacy experiences across Optum and UnitedHealth Group, including Pharmacy Benefit Manager (PBM) onboarding and enrollment flows, multiple public-facing landing pages, and refining legacy enrollment forms, spanning authenticated provider tools, consumer-facing web experiences, and enterprise workflows.

SKILLS

Design Platforms: Figma, FigJam, Miro, Mural, Canva, Adobe XD, Sketch, Wix, Squarespace, Zeplin

Product Design: Wireframing, Mockups, Prototyping, UX/UI, Accessibility (WCAG), Visual Design, Responsive Design, Interaction Design, Content Design, Minimum Viable Products (MVPs), Data Visualization, Information Architecture, Design Systems, User Flows, Human Computer Interaction (HCI)

Research & Optimization: Discovery Research, Competitive Analysis, Heuristic Evaluation, Journey Mapping, Persona Development, Usability Testing, Key Performance Indicators (KPIs), A/B Testing, Analytics-Informed Design

Strategy & Leadership: Systems Thinking, Stakeholder Facilitation, Platform Strategy, Product Roadmaps, Design Leadership, Mentoring, Executive Presentations

Delivery & Collaboration: Agile/Scrum, Cross-Functional Collaboration, Developer Handoff, Product Requirement Documents (PRDs), Design Quality Assurance (DQA), Design Critique, Business Requirements Documentation

Research & Analytics: Adobe Analytics, Pendo, UserTesting, UserZoom, Maze

Product Delivery: Jira, Confluence, Rally, Aha!, GitHub

Technical Fluency: Angular, HTML/CSS, JavaScript, React

Generative AI: ChatGPT, Claude, Gemini, Copilot, Perplexity, Midjourney, Grok

U.S. Department of the Interior

08/2023 - 04/2024

Product Design Consultant • Freelancer

- Designed and refined accessible public-facing interfaces for the Climate and Economic Justice Screening Tool (CEJST), part of the White House Justice40 Initiative, applying U.S. Web Design System patterns and WCAG-informed practices to present climate, environmental, and socioeconomic data clearly.
- Collaborated directly with front-end and back-end engineers in an Agile environment to review React-based interfaces for usability and implementation quality, producing rapid wireframes, prototypes, and design documentation to resolve implementation issues and guide development.

JOSYS

07/2023 - 09/2023

Founding Product Designer • Freelancer

- Helped establish the first U.S.-facing experience for Series A startup JOSYS, partnering with founders and engineers to translate business concepts into user flows, wireframes, and high-fidelity interfaces while defining a foundational visual system spanning typography, color, and layout.

Verizon BlueJeans

08/2022 - 01/2023

Product Designer III • Freelancer

- Designed live-event capabilities for BlueJeans Studio, including an active-speaker control, and partnered with Product, Data Science, and Engineering to translate audience metrics into accessible desktop and mobile interfaces using wireframes, high-fidelity mockups, and advanced Figma prototypes with interactive visualizations and playback-synchronized analysis.

AROYA by Addium

08/2021 - 08/2022

Lead Product Designer • Full-time

- Led end-to-end design and implementation of AROYA's Facility Dashboard, centralizing room-level sensor and operational data for commercial cultivators; recorded 2,723 new visits across 516 unique accounts in the first month, alongside approximately 30% growth in both product traffic and feature usage, within a platform used by STIIIZY, Cresco Labs, Phat Panda, Wizard Trees, and dozens of other leading cannabis brands.
- Defined the dashboard through user interviews, observation, heuristic evaluation, user personas, journey maps, moderated usability testing, affinity analysis, and Pendo analytics, then translated findings into accessible room cards, sensor gauges, hover states, journal drawers, harvest-group details, and IPM indicators in partnership with Product, Engineering, Marketing, and Executive Leadership.
- Designed the original concept for AROYA's ROI Calculator, now launched as a public tool that allows commercial growers to model revenue lift, added annual profit, first-year ROI, and payback period using operation-specific inputs.

Balanced Technology Solutions

08/2019 - 08/2021

UX/UI Designer • Full-time

- Modernized legacy internal portals for enterprise clients, translating business requirements into user-centered workflows and interactive prototypes while partnering with Product and Engineering to validate technical feasibility and align designs with IT architecture standards.

CERTIFICATIONS

UX Design Professional Certificate

Google

Principles of UX / UI Design

Meta

Generative AI for UI UX Design

IBM

Design Psychology: Master the Art and Science of UX Design

LinkedIn

Application Design for Web and Desktop

Nielsen Norman Group

Visual Design Fundamentals

Nielsen Norman Group

User Experience Design

University of Cambridge

PROJECTS

Facility Dashboard

AROYA by Addium

lucgensler.com/dashboard

Prescription Refill Flow

Optum Specialty Pharmacy Provider Portal

lucgensler.com/rx-flow

Trade Enhancements

PNC Wealth Management

lucgensler.com/trade

EDUCATION

The Pennsylvania Cyber Charter School

09/2009 - 03/2013