

Louis Barkan

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Summary

Principal product designer with 15+ years across financial services, insurance, and healthcare, taking complex B2B and enterprise SaaS from an ambiguous problem to a shipped product. I own the whole arc including framing the problem, running the research, designing the work, shipping it, and collaborating with all partners to make it happen. With AI in the loop. Recent results include 833% subscriber growth on a new service platform I designed from pre-launch. MBA in Strategic Marketing and Services Leadership.

Professional Experience

AVP Principal, Experience Design, LPL Financial

October 2022 – February 2026

- Principal designer across two enterprise B2B product areas, owning discovery through delivery with product, engineering, compliance, and operations.
- Set a new standard for AI-powered service touchpoints, reworking voice and tone for IVR and live-chat experiences with senior leadership.
- Mentored a senior designer and set design direction across product, engineering, and operations partners.

Planning Services

- Designed a financial planning platform connecting advisors with internal planning teams across five service lines to support launch of a new service.
- Built service blueprints for all five lines so leadership could reshape operations.
- Ran the discovery and validation research, including the work behind Flex Credits, a shift from rigid subscription tiers to a universal credit model.
- Scaled subscribed advisors 833% and monthly plans delivered 220%; the planning team grew 80% to keep up.

Planning Services / Planning 360

- Ran discovery and validation for a pilot that unbundled the service into a la carte components to drive advisor utilization.
- Drove a 7x increase in advisor engagement and moved the product from break-even to a 30% margin.

Planning Services / Advisor Onboarding & Enablement

- Led an onboarding revamp, turning multi-team research into a prioritized backlog of 30+ issues across 11 themes that leadership executed against.
- Rebuilt the onboarding questionnaire from vague self-rating to skills-based discovery that routes advisors to the right training track.
- Led a 12-week accelerator pilot to raise advisor planning proficiency, partnering with the VPs of Product and Financial Planning.

Feedback Connect

- Designed an enterprise feedback platform from LPL's Commonwealth Financial Network acquisition, routing advisor and employee insights into product and operations workflows, and partnered with the AI team on its taxonomy.

User Experience Director, BuildOnMe

April 2020 – February 2022

- Redesigned a medical malpractice insurer's ServiceNow claims platform using a custom React UX layer, setting the design direction and processes as well as executing design.
- Turned a reactive claims process into a guided, single pane of glass experience that surfaces the right data at the right time, automates compliance, and provides guidance where needed; later certified as a ServiceNow scoped app.
- Built a design system in Sketch to ensure consistency and directed three offshore developers across Spain and Colombia through multiple sprint cycles.

User Experience Manager, ICF Next

January 2019 – January 2020

- Led UX and content strategy across commercial and government engagements, and mentored two junior designers.
- Built design-operations standards that raised delivery consistency, and ran workshops and stakeholder presentations to align teams.

Sr. User Experience Architect | Service Design Strategist, ICF Next

October 2013 – December 2018

- Delivered UX strategy and interaction design for enterprise and government clients including Anthem, UnitedHealthcare, Freddie Mac, and the U.S. departments of Energy and Health and Human Services.
- Led an Anthem digital transformation and content strategy engagement, consolidating a portfolio of legacy sites under one design direction and information architecture.
- Led design on a \$3M AEM service design implementation for the Healthcare Financial Management Association; the site won a W3 Silver Award.
- Led zero-to-one design for the DOE's 50001 Ready Navigator, prototyping in code with the developer to skip wireframes and speed iteration.

Information Architect, NavigationArts

November 2010 – July 2013

- Delivered UX for commercial clients including Drexel University, EY, Lockheed Martin, the National Aquarium, and Time Warner Cable.

Skills

Strategy & Research: Discovery & problem framing, service & systems design, qualitative + quantitative research, usability testing, journey mapping, service blueprinting, stakeholder management

Experience Design: End-to-end product & UX, zero-to-one, interaction design & prototyping, information architecture, design systems & governance, visual design

Delivery & Leadership: Design-to-dev handoff & QA, workshop facilitation, mentoring & team building, content strategy, Lean UX, agile delivery, design operations

Building with AI: Claude, Claude Code, ChatGPT and Perplexity: AI-assisted research synthesis, designing and building, human-in-the-loop (HITL) oversight

Other tools: Figma, Adobe Creative Cloud, Miro, Jira, ServiceNow, Adobe Experience Manager, WordPress

Certifications

ServiceNow System Administrator (Rome)

Education

MBA, Strategic Marketing and Services Leadership, Arizona State University

BA, English Literature, James Madison University

Selected Awards

W3 Silver Award, Healthcare Financial Management Association (2019). Communicator Award, Aimco (2018). Davey Gold Award and WMA WebAward, Drexel University (2013). Davey Silver Award, The National Aquarium (2012).