RESUME · PRODUCT DESIGN · RALEIGH, NC AND NEW YORK

Charlotte Ririe

Product designer for complex healthcare experiences. At EO Care I lead design across the patient and clinician tools, prototype working software in code, and work directly with the people who use it. The work runs from clinical research and product strategy to what ships.

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2023 TO NOW Remote, from Raleigh and New York

Associate Director, Product & Experience

EO Care · Clinician-guided symptom care

Lead Product Designer from 2023, promoted in 2026. Patient and clinician experiences, prototyped in working code and tested with the people who use them. Reports to the CEO and the Chief Experience Officer.

- Led design and launch of the clinician-guided care plan that hundreds of patients use, free to every patient, with eight cancer centers referring in.
- Designed EO Care 360°, the predictive symptom care platform built with Mayo Clinic. Inventor on the pending patent.
- Built the outcomes view and the profiling instrument that produced the data in EO's ASCO 2026 and American Oncology Network abstracts, written by EO's clinical team.

DEC 2023 TO MAY 2026 Contract, remote

Product and Brand Designer

GigSky · International eSIM data

The one-person design team across the app, web app, site, App Store and ads.

- Designed the Visa partnership end to end: how cardholders discover the benefit, prove eligibility and claim free data inside the app. Live in the app, then opened to Visa cardholders worldwide in May 2026.
- Redesigned the plan picker and the country pages in rounds, with variants tested against each other, and three rounds of App Store screens.

2026 Raleigh, NC

Founder

Best Mate Studio · Custom pet portraits from a photo

Designed, built, launched and run alone.

- 7,700+ portraits rendered; a verifier that scored every render and hid the 17% that drifted from the customer's dog.
- Owned the whole funnel, from the generator and the Shopify store to Klaviyo, fulfillment and Meta ads, and read it daily.

JAN TO MAR 2025 Contract, remote

Product Designer

Oddity (Methodiq) · Telehealth dermatology

Designed how patients choose a plan and check out for a public company's launch; 7,000+ patients at launch.

EARLIER Charlotte, NC and Fort Worth, TX

Head of Product Design

BOOMROOM · Techstars Physical Health Accelerator company

A platform for fitness pros to run classes and memberships.

- Led product design: pricing tiers, the upsell and downgrade flows, on-demand folders and the team design system.
- Took the product to Techstars Demo Day in Fort Worth, December 2022.

ALSO

Pinpoint Fiber · Site redesign and design system for pnpt.com, summer 2023, still live.
Our Chatham · Reporter for the UNC Hussman School's local news project for Chatham County, and started its Spanish-language edition.

Co-Inventor, EO Care 360° US provisional patent, pending
ASCO 2026 EO abstract built on platform data I designed
American Oncology Network 2026 EO follow-on abstract, same data
Mayo Clinic Platform Accelerate EO Care, October 2026 cohort

EDUCATION

UNC Chapel Hill, Hussman School of Journalism BA, Photo and Video Journalism. Minor in Spanish for the Professions. 2020.
Cornell University UX Design Certificate. 2021.

SPECIALTIES

Healthcare UX Patient and clinician interfaces, care plan lifecycles, Epic and validated instruments.
Prototyping in code Working front ends, built and tested with real users before engineering builds.
Research and systems Clinical validation, one metric per change, design systems. Spanish, professional.