

Art Tawanghar

Principal UX Designer & Product Design Leader | UX Strategy · Research · Full-Stack · SEO

Carlsbad, CA · (858) 717-0799 · tawanghar@gmail.com · [linkedin.com/in/tawanghar](https://www.linkedin.com/in/tawanghar) · [tawanghar.com](https://www.tawanghar.com)

SUMMARY

Product design leader with 19+ years architecting user experiences across enterprise SaaS, cloud, healthcare, cybersecurity, and e-commerce (B2B, B2C, B2B2C). Proven record of building and leading design teams, establishing design systems, and pairing UX strategy with measurable business results, including growing monthly revenue from **\$40K to \$300K** as a founder and scaling regulated healthcare platforms across desktop, mobile, and kiosk. Patent holder in biometric-driven UX. Seeking a senior UX leadership role where strategic design drives remarkable outcomes.

EXPERIENCE

Founder & CEO · Principal UX Designer & Strategist

2024 – Present

Frequency Healing Platform (PEMF Healing LLC · PEMFhealing.app) · Health & Wellness

Vista, CA · A bioelectric frequency ecosystem of PEMF and binaural therapy programs on iOS, Android, and web

- Built the platform from scratch, A to Z, spanning **full-stack development, UX design, and research**, shipping the app across **iOS, Android, and web** with a seamless subscription and e-commerce experience.
- Built and executed the SEO and content strategy end to end, driving sustained growth in organic traffic, engagement, and conversion rates.
- Run continuous UX research and analytics loops, translating user behavior and feedback into design iterations that lift satisfaction and retention.

Principal UX Designer · UX Strategist, Researcher & SEO Specialist

Jul 2023 – 2024

iPyramids.com · iTorus.app, Health & Wellness Mobile + E-commerce Platform

Remote (HQ: Sedona, AZ) · Elevating frequency healing through modern innovation

- Grew monthly revenue from **\$40K to \$300K (7.5x)** through UX-led product innovation, e-commerce optimization, and conversion strategy.
- Developed iTorus.app from scratch, A to Z, from **full-stack development through UX design and research**, delivering an integrated experience across desktop, Apple, and Android devices.
- Delivered full A-to-Z **Shopify development**: theme and template design, custom Liquid coding, app integrations, and ongoing store management, building an intuitive storefront optimized for desktop and mobile that improved the customer purchase journey.
- Owned the complete product cycle (research, strategy, design, engineering, and SEO) in close collaboration with marketing and product management.

Creative Design Director · Head of Global Experience Design (GXD)

Aug 2020 – Jul 2023

Genalyte · Healthcare Diagnostics SaaS / IoT (Desktop, Mobile, Kiosk)

- Led the GXD Solutions team for healthcare SaaS cloud platforms; built and mentored a design team spanning research, interaction design, and visual design.
- Established comprehensive Figma design systems, unifying brand and interaction patterns across desktop, mobile, and kiosk products.
- Directed interaction models, wireframes, and prototypes for diagnostic workflows, validated through usability testing and aesthetic evaluations.
- Expanded platform capability with camera, kiosk, and map/navigation support plus sensor integrations for the Merlin and Maverick devices, all while ensuring FDA and healthcare regulatory compliance in a fast Agile environment.

Director of Product Design

Aug 2017 – Aug 2020

AttackIQ · Cybersecurity, Enterprise SaaS / Cloud (Desktop, Mobile)

- Led product and UX design for an automated security-control validation platform that helped redefine industry standards for continuous security testing.
- Built and led the design team; created experience and journey maps and applied Agile/Lean practices across enterprise SaaS, cloud services, and e-commerce strategy.
- Ran customer focus groups and participatory design sessions, feeding rigorous usability testing and iterative improvement into end-to-end experiences.

Principal UI/UX Head of Design · Strategist / Architect

Jul 2016 – Aug 2017

Teradata · Database & Cloud Orchestration (Desktop)

- Led design of the Nebula API + UI application, simplifying deployment of AWS and Azure cloud services for enterprise users.
- Delivered user-centric designs, experience maps, and interactive prototypes; guided improvements through usability and A/B testing, working hands-on with Python, Angular 2, and Node.js.

Senior Head UI/UX Designer · Strategist & Lead UX Architect

Jan 2016 – Jul 2016

Agena Bioscience · DNA Analysis / IoT (Desktop, Kiosk)

- Designed interfaces for large-scale genomic data visualization in DNA analysis applications, partnering closely with developers on implementation.
- Drove usability and A/B testing, journey mapping, and sprint planning using Bootstrap, HTML5/CSS3, AngularJS, and Axure RP.

Senior Head UI/UX Design Architect · Strategist (Contract)

Sep 2015 – Jan 2016

Breg Inc. · Medical Inventory Management (Desktop, Mobile)

- Led end-to-end user-centered design (research, wireframes, prototypes, design guidelines, and style guides) for desktop web and mobile applications.
- Mentored junior designers and collaborated across teams using Jira, Axure RP, Adobe Suite, HTML/CSS, AngularJS, and .NET.

Senior Lead UI/UX Design Architect · Lead UX Researcher (Contract)

Dec 2014 – May 2015

Intuit · TurboTax, Online Tax Preparation (Desktop, Mobile)

- **Secured a patent** for a biometric-data method that reads user emotion and reaction to enhance digital experiences.
- Applied behavioral economics and Lean UX with cross-functional teams; led A/B testing, wireframing, and prototyping to lift customer experience and business outcomes.
- Built flow diagrams, personas, and a reusable widget library; contributed to product research, user testing, and design documentation.

Earlier experience available on [LinkedIn](#).

SKILLS

UX & Product Design: UX/XD architecture, interaction design, wireframing, storyboarding, prototyping, design systems (Figma), mobile / desktop / kiosk / Smart TV

Tools: Figma, Adobe Creative Suite, Axure RP, Sketch, OmniGraffle, Jira; working knowledge of HTML/CSS, JavaScript, AngularJS, Python, Node.js

Leadership: Team building & mentorship, design ops, cross-functional collaboration, entrepreneurial product ownership

Research & Testing: Qualitative & quantitative UX research, usability & A/B testing, personas, journey mapping, focus groups, data-driven iteration

Growth & Strategy: SEO, conversion optimization, e-commerce, cloud/SaaS (AWS, Azure), Agile / Lean UX / rapid MVP, stakeholder engagement

Compliance: FDA-regulated design, WCAG 2.0 accessibility

EDUCATION & CERTIFICATIONS

MBA, Computer Science , Aarhus University, Denmark	1996
MSCSE , Technical College San Diego	1998
B.S., Human Factors (HCI) & User-Centered Design , University of San Diego	2000 – 2003
Design & Interactive Certificate , UC San Diego	2009
Human & Web Technology Interlinks and Predictions	2010
Human Factors & Psychology	2021
Human-Machine Interface	2023

HIGHLIGHTS

- Grew founder-led wellness ventures (iTorus.app to Frequency Healing / PEMFhealing.app) from **\$40K to \$300K** monthly revenue through UX, SEO, and conversion strategy.
- Patent holder: biometric-driven user experience method (developed at Intuit TurboTax).
- 19+ years leading design across healthcare, cybersecurity, fintech, biotech, and e-commerce, from startups to enterprise.