

Holly Gibbs ⚡

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About me:

I'm a lead level Product / User Experience designer with 14+ years of experience across technology, healthcare and publishing industries and a passion for communication, storytelling and inclusive design looking for an embedded team role.

I'm looking to work with a team who values user needs, maintains high standards for the work they deliver, and is made up of folks who care about and believe in the work they're delivering.

You can view some pre-Google work on my portfolio site: www.hollymariegibbs.com

To view case studies of my work at Google, please request access to:

[Case studies of Holly Gibbs' work at Google](#)

Skills:

- Wireframing, user flows & prototyping
- Inclusive design and accessibility standards, including WCAG
- Validation & usability testing
- Growth design, service design, product design
- Vibe coding (Claude, VSCode) and AI tool building guidance
- UX workshop facilitation & design thinking frameworks
- Design systems (contribution, management, usage)
- Mobile application (Android & iOS) design & web app design
- Graphic design, visual design, branding & print production
- Figma, Notion, Miro, Adobe, Sketch, UserTesting, Hotjar, UserZoom, ProtoPie, Proto.io, InVision, Zeplin... design tools; I've used them!

[The Grove Coaching LLC](#), Founder / March 2026 - present

Helping neurodivergent teens thrive in friendships, academics, and life transitions – while giving parents the tools to guide them with confidence.

This is a coaching practice for neurodivergent teenagers and their parents with a focus on:

- Social skills, friendships, and dating
- Academic success & college readiness
- Career exploration & workplace confidence
- Parent guidance on fostering independence

[Send.Tax](#), Co-Founder / Sept 2025 - present

Co-founded Send.Tax with Liam Howell to build software that modernizes tax document management and delivery. We're improving the experience of collecting, organizing, and securely transferring tax documents through workflow automation and smarter document recommendations.

- Defined the product vision and roadmap for a tax document management and delivery platform
- Conducted customer discovery with tax professionals to map real-world document workflows and pain points
- Built and shipped product features using AI-assisted development tools including Claude, Visual Studio Code
- Designed secure transfer and delivery workflows for sensitive tax documents
- Developed automations for document requests, reminders, routing, and status tracking
- Built AI-driven document recommendation and classification workflows for tax use cases
- Handled early-stage operational setup across vendors, tools, and internal systems
- Supported early go-to-market efforts through demos, messaging, onboarding, and user feedback

[Google](#), Lead User Experience Designer / Jan 2020 - Sept 2025

- I started at Google in January 2020 on the **TurboLaunch team as Lead UX designer**. TurboLaunch is a launch readiness tool that tracks statuses and collects approvals before new features can be launched to production.
 - I led research, design, iterations, and supported development of all features for the product
 - I developed a QA process for checking the quality of design during development and deployment

- I created a cross-product design critique practice & mentored other designers in my org
- After a re-org, I moved into a **horizontal role on the DataWorks team**, where I worked across many teams within the Core organization (internal tools) on dashboard and data view projects, including:
 - Providing UX design and consultation for dashboards and data views
 - I created a resource for teams without UX support to help inform and guide their design and development of dashboards and data views
 - Provided continued support via DataWorks Dashboard Help office hours
 - I primarily worked on refining user personas/journeys and improving wireframes, creating resources and designing research surveys
- In January 2022 I became **Lead UX Designer on the Data Security Framework (DSF) team**, leading projects, initiatives, and mentoring other designers. I worked on the following initiatives:
 - Leading UX roadmapping and planning, including facilitating workshops, prioritizing work, and collecting/reviewing user feedback
 - Developed and implemented practices and processes for design critiques, UXQA, launch reviews, cross-team collaboration, design debt, request management, and regular UX team feedback from our cross-functional partners
 - Developed a UX improvements backlog with quarterly team meetings for grooming and prioritization of the work
 - Led cross-functional workshops, generated & iterated on ideas, and shared our product team's five-year product vision at our organization's twice-yearly all hands meeting
 - Led large, multi-phase projects aligned with team, org, and business OKRs
 - Improvements to search, filtering, tagging, ranking and suggestions
 - User education within the product experience (new features, help center, instructional videos, resources for users)
 - Building new features to support the onboarding of teams with specific data storage and access requirements
 - New user onboarding and returning user re-education and re-engagement
 - In-product language improvements (including research, as well as interviewing, hiring, and managing the work of a content specialist)
 - Partnered with UX Researchers to craft, execute, analyze, and share research findings
- I have three case studies of my work on the EDS/DSF team:
 - 📄 Case studies of Holly Gibbs' work at Google (please request access)

SurveyMonkey, Senior Product Designer / Apr 2017 - Dec 2019

- When I was first hired, I designed, researched and tested experiences for **Wufoo**; a portfolio product of SurveyMonkey
 - I led a complete refresh of the logged in experience: I wrote a [case study](#) about it on my website
 - I partnered with our product manager and engineering lead to make product decisions
 - I also led user research and testing, and worked directly with the engineers who were building both web and mobile web experiences, as well as the marketing team, who worked on integrating our offerings into the SurveyMonkey experience, as well developing growth and marketing strategies
- I moved to work on the core SurveyMonkey product and led design for the **Personalization, User, International & Growth** teams
 - I worked with the UX Research team to conduct testing, led and reported on growth experiments, facilitated workshops for cross-functional teams, designed and wrote specifications for interactions, experiences and research studies, performed product analyses, and helped to define our product roadmap with the end-user in mind
 - One of the projects I worked on during this time was called Survey Gallery, and I wrote a [case study](#) of that work on my site
 - I also worked closely with the ML team to develop and improve models that helped us personalize our users' experiences
 - I spent several weeks onsite in Dublin, Ireland teaching the newly formed international growth team how to run testing experiments and leading several sprints. I wrote a [case study](#) about some of that work on my portfolio site.
- I also worked closely with the **Design Systems** team on building, testing and executing our internal design system, and helped to build an internal browser-based design tool where UX designers use React.js components in order to prototype experiences for the SurveyMonkey product
- During my last year at SurveyMonkey, I worked with an internal team of PMs, engineers and one other designer to build [a new Concept Testing + Market Research product](#) that lives on the core SurveyMonkey platform experience (launched in Q2 of 2020).
 - I worked closely with our senior leadership team and the senior director of product management to develop, iterate and build this new Concept Testing product, which was the company's top priority for 2019
 - I wrote a [case study](#) of this business-transforming work on my portfolio site

UF Health, Senior Web Designer / Mar 2016 - Mar 2017

- I designed and coded websites using our internally developed Wordpress templates for hospitals, physician practices, colleges, centers, institutes, programs and services across the UF Health network
- My focus was on designing flexible, robust systems that work for a large community of users with many specific needs
- I also designed and built the [UF Health Podcasts site](#), the network's intranet, [ufhealth.org](#), and many other sites within the organization
 - I wrote a [case study](#) of my work on the UF Health podcasts site over on my portfolio site

Mobiquity, Visual Designer / Mar 2014 - Mar 2016

- I designed mobile apps and websites – both consumer-facing and for employees of some of the largest companies in the world (The Weather Channel, Johnson&Johnson, CVS, Taco Bell, etc.)
- My focus was on designing within client constraints, platform standards and specifications based on wireframes; iterating designs for approval; and preparing assets for the developers, as well as providing visual QA while apps were in the build process
 - I wrote a [case study](#) of my work on the Kum & Go & Rewards mobile app, and a [case study](#) of my work on the ReebokONE Instructor Network social platform
 - I was primarily a **visual designer** in this role, and have examples of my work from the [First Robotics](#) website, the [Johnson&Johnson Wound Care mobile app](#), a pitch for a workplace app for [WeightWatchers](#), [The Practising Law Institute's](#) mobile app, [UnderArmour's Record app's](#) analytics dashboard, and a refresh for the [Zumba](#) fitness app

Smart Media Creative, Visual Designer / Oct 2012 - Mar 2014

- I did web design and front-end development, including UI and visual design. I also did branding and logo work, as well as print design for clients.
- We worked mostly with media and journalism organizations, startups and nonprofits
 - I have a short [case study](#) of some of our work with startup Publet on my site
- Our small shop of three was acqui-hired by Mobiquity in March 2014

Holbrook Travel, Creative Director & Marketing Coordinator / Nov 2010 - Oct 2012

- I was hired at Holbrook as Creative Director and soon moved into the Marketing Coordinator position, as well
- I led multiple website (& CMS) overhauls, created an e-mail marketing and social networking strategy, a company blog, and started and managed an internship program

- I have examples of my work on a [Girl Scouts of America educational travel package showcase](#) I created in partnership with the organization, as well as some insight into our [website refreshes](#)
- I managed both our marketing and design teams
- I also directed the marketing strategy and oversaw all internal creative projects

Education

Formal & continuing education

Stanford University Continuing Studies: Leadership for Collaborative Success / April - May 2018

- This course facilitated discussions, exercises and exploration of collaborative leadership, providing fundamental tools and concepts needed to execute business strategy.

LUMA Institute Certification in Human-Centered Design / February 2018

- A practitioner certification program teaching design thinking skills and equipping students to tackle the challenges they face in their daily work creatively, collaboratively and with confidence in a different way of working. Students learn the LUMA System as a human-centered toolset to help their teams identify the right problems to solve and design solutions that people want and need.

University of Florida - Bachelor of Science in Journalism / 2003 - 2008

- Minor in Education Focus in magazine design and management, computer science