

Henry Busch Mission-driven UX Designer | hdbusch26@gmail.com | henry-busch.com

Christian Science Publishing Society

Lead Senior UX Designer | Feb 2024–Present | Remote

Senior UX Designer | Jul 2022–Feb 2024

UX Designer | May 2021–Jul 2022

I lead product design and design systems initiatives for subscription and editorial platforms, partnering with research, product, engineering, and content teams to create accessible, scalable experiences and shared design foundations.

- **Concord Design System Rebuild (current)**
 - Leading a design system rebuild for Concord (web app for studying scripture), creating scalable foundations and component patterns to support product growth and improve consistency between design and engineering.
 - Audited existing interface patterns and identified opportunities to consolidate overlapping components, establishing a more consistent foundation for future development.
 - Architected a semantic token framework spanning color, typography, spacing, and theming foundations, supporting light, dark, and high-contrast experiences while enabling future expansion without structural changes.
 - Translated legacy LESS implementation patterns into a modern design system, using AI-assisted analysis to accelerate token discovery and inform architecture decisions in Figma.
- **Christian Science Directory Redesign**
 - Led the end-to-end redesign of a legacy, table-based directory into a map-driven, searchable experience supporting 3,400 listings across 8 resource categories, including predictive search and faceted filtering to improve content discovery and usability.
 - Established a 94-component UI library using atomic design principles, defining reusable components, variants, states, naming conventions, and interaction patterns to create a scalable foundation for the redesigned product and engineering collaboration.
 - Facilitated design reviews with leadership and 8 stakeholder resource groups, incorporating cross-functional feedback from engineering to strengthen component patterns and accessibility while validating solutions through usability testing with new and returning users.
- **JSH-Online Paywall and Free Trial**
 - Introduced metered paywall and free trial model, resulting in a 31% YoY increase in new monthly subscriptions and 2.6% overall growth in total JSH-Online subscriptions.
 - A/B tested CTA design and messaging for low-tech-literacy users, validated through design workshops, prototyping, and moderated usability testing.
 - Collaborated with engineers to implement high-fidelity designs across two distinct design systems without compromising accessibility or visual integrity.
- **JSH-Online Subscribe Page**
 - Led UX and content strategy for subscription product pages, restructuring the information architecture around five core user questions.
 - Simplified layouts, clarified value propositions, surfaced pricing earlier, and reduced decision fatigue.
 - Usability testing confirmed increased clarity, contributing to overall subscription growth alongside the paywall initiative.

- **The Christian Science Monitor**

- Facilitated a cross-functional design sprint that shifted the Monitor Daily newsletter from a fixed package model to a flexible rolling publishing model, reducing journalist workload per story by up to 20%.
- Led prototyping during the sprint, building and testing multiple high-fidelity prototypes to validate the new publishing model.

Katerra

Product Manager | 2019–2020

- Led redesign of core construction management software preview (Apollo); drove product improvements that increased NPS by 67%.
- Launched RFI tool with >90% time savings, after conducting interviews, mapping workflows, and iterating on mid-fidelity concepts.
- Managed multi-team roadmap while bridging business goals with UX and engineering across a remote team.

Education

General Assembly UX Design Bootcamp | 2020

Clemson University M.S. Environmental Engineering | 2018

Clemson University B.S. Mechanical Engineering | 2017

SKILLS

Human Computer Interaction, User Centered Design, User Research, Web Applications, Interaction Design, Business Requirements and Process, Quantitative and Qualitative Customer Feedback Analysis, Design Specifications, Assembling Mockups and Prototypes, Developing Brand Design, Full Cycle Design, Visual Design, Information Architecture, Developing Application Ecosystem, Systems Design, Verbal Communication, Time Management, Written Communication, Self Directed UX Design, Product Management, Product Roadmapping, Product Strategy, UX/UI Design, Product Design, Design Systems, Design Tokens, Component Libraries, Accessibility (WCAG), Atomic Design

SOFTWARE

Figma, Photoshop, Illustrator, Adobe XD, InDesign, Invision, CSS, HTML, JIRA, Microsoft Suite, Tableau, Google Suite, Claude, Claude Code, Claude Design, ChatGPT, Webflow, Figma AI