

BLAISE K. GERSTUNG

UX Designer with Front-End Depth | Visual Problem Solver | Digital Product Specialist

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UX-focused designer and project leader transitioning from 20+ years in web development, visual design, healthcare software support, and project management. I translate complex requirements into clear digital experiences by combining user-centered thinking, visual craft, stakeholder communication, and practical front-end implementation knowledge.

CORE SKILLS

UX Research | Wireframing & Prototyping | Figma | Adobe XD / Creative Cloud | Web & UI Design | Usability Testing | Information Architecture | Accessibility | HTML/CSS/JavaScript | Design Systems | Agile & Scrum | Project Management | Healthcare Software Workflows | Visual Communication

SELECTED UX-ALIGNED IMPACT

- Led rollout coordination for a new healthcare imaging software platform across the company's full X-ray product line, aligning development, R&D, executive stakeholders, vendor partners, documentation, and support readiness.
- Managed national clinical software support operations for a decade, turning escalations and user-reported pain points into documentation, process improvements, and more supportable digital workflows.
- Created training materials, FDA-compliant documentation, dashboards, process maps, and product videos that improved transparency, education, and cross-team understanding.
- Founded Clearfeather Design Productions, delivering responsive websites, brand systems, UI components, ecommerce storefronts, print materials, and end-to-end client projects.

EXPERIENCE

Project Manager | Konica Minolta Healthcare Americas (20/20 Imaging division) | Crystal Lake, IL | Jan 2024 - Present

Lead cross-functional software projects for healthcare imaging solutions with a UX-first approach to process design, stakeholder alignment, rollout planning, and support readiness.

- Coordinate development, R&D, executive teams, third-party partners, and support stakeholders through discovery, delivery, launch, and post-launch readiness.
- Apply design thinking during planning to clarify user needs, reduce ambiguity, and improve solution usability before implementation.
- Create dashboards, process maps, training resources, and data visualizations that help teams understand project status, risks, constraints, and user-facing impacts.
- Manage project scope, budgets, risks, vendors, milestones, and outcomes across multiple concurrent healthcare technology initiatives.
- Produce and appear in promotional product videos used on 2020imaging.net, supporting marketing visibility and user education.

Support Department Manager | Konica Minolta Healthcare Americas (20/20 Imaging division) | Crystal Lake, IL | Jan 2014 - Jan 2024

Led national clinical software support operations with emphasis on user satisfaction, internal tooling, documentation quality, and cross-functional product feedback.

- Managed clinical software technicians and advisors supporting healthcare clients, imaging software, and digital workflow adoption.
- Handled Tier 2 escalations and direct communication with client-side IT teams, clinicians, and healthcare stakeholders.
- Collaborated with development teams to surface user-reported issues, prioritize usability concerns, and improve software supportability.
- Built and maintained knowledge bases, user guides, troubleshooting manuals, and digital resources for evolving software platforms.
- Streamlined department procedures using digital tools to improve consistency, response quality, reporting, and team alignment.

Clinical Applications Specialist | Konica Minolta Healthcare Americas (20/20 Imaging division) | Crystal Lake, IL | Jun 2010 - Jan 2014

Provided technical implementation, workflow analysis, and advanced support for clinical imaging software and hardware across healthcare environments.

- Conducted remote troubleshooting of medical imaging software and hardware, including UI functionality checks and workflow audits.
- Partnered with IT staff, clinicians, and executive stakeholders during pre-sales engineering to identify system requirements and user needs.
- Authored internal and external documentation, including knowledge bases, user guides, troubleshooting manuals, and interactive workflows.
- Created Excel-based tools for system analysis, performance tracking, and reporting using advanced formulas.

Field Service Engineer | Konica Minolta Healthcare Americas (20/20 Imaging division) | Crystal Lake, IL | Dec 2007 - Jun 2010

- Installed and configured X-ray generators, imaging systems, scanning hardware, and clinical software for private practices, universities, and hospitals.
- Trained healthcare professionals domestically and internationally on clinical software systems and digital imaging workflows.
- Integrated imaging controllers into local networks, advising IT teams on performance, disaster recovery, and implementation best practices.

Founder / UX, Web & Visual Designer | Clearfeather Design Productions | Woodstock, IL | Jan 2003 - Present

Founded and led a freelance design studio serving healthcare, retail, and small business clients through responsive web design, brand systems, ecommerce, UI components, and production design.

- Designed and developed user-friendly websites, landing pages, and interface components with attention to usability, visual hierarchy, responsive behavior, and performance.
- Delivered branding systems, logos, identity guidelines, digital assets, brochures, magazine layouts, banner ads, and other visual communication materials.
- Built and maintained responsive websites using HTML, CSS, JavaScript, Bootstrap, WordPress, Shopify, and CMS workflows.
- Collaborated with clients to define goals, align visual design with business strategy, manage scope, and deliver polished digital and print work.

EDUCATION & CERTIFICATIONS

Google UX Design Professional Certificate - Coursera, 2025

Westwood College - Woodridge, IL: Bachelor's Degree in Website Development; Associate Degree in Graphic Design

Additional study: Web Developer Bootcamp, Git & GitHub, Advanced CSS and Sass, freeCodeCamp Responsive Web Design, JavaScript Algorithms and Data Structures, Front End Development Libraries

TOOLS & TECHNOLOGIES

Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, HTML5, CSS3, JavaScript, Bootstrap, WordPress, Shopify, Office 365, Jira, Confluence, Git, NAS, FTP, IIS, SQL, Windows, macOS, Linux