

Audrey Hamilton McHugh

Product design leader shaping digital health experiences through human-centered design, product strategy, and emerging AI technologies.

Digital health product design & experience strategy

Director of Product Design, Ochsner Health

May 2023 - Present

Lead product design and experience strategy across Ochsner Health’s digital ecosystem, spanning patient acquisition and scheduling, Digital Medicine, provider tools, and emerging AI-enabled experiences. Partner with product, engineering, clinical, operational, and executive leaders to translate complex healthcare challenges into intuitive, scalable solutions.

- Lead experience strategy for a major transformation of Ochsner’s digital patient acquisition and scheduling journey, using research, experimentation, and behavioral data to improve conversion and access to care.
- Lead and mentor a product design team while establishing scalable design systems, research practices, usability testing, and cross-functional design processes.
- Shape product experiences across Digital Medicine programs supporting chronic condition management, including patient- and provider-facing workflows.
- Explore and define AI-enabled experiences and agent workflows, focusing on human-AI interaction, handoffs, consistency, and integration into complex healthcare journeys.

Human-centered UX/UI design and management

Associate Creative Director, Centretrek

Feb 2016 - Apr 2023

Led and mentored a creative team delivering large-scale healthcare digital experiences, including website redesigns, information architecture, user research, and usability testing. Partnered across disciplines to translate complex requirements into intuitive, user-centered solutions.

Other Experience

Audrey Hamilton Design – Freelance UX/UI & Graphic Design (2014–Present)

Delivered UX/UI, web, branding, and visual design for 35+ clients across healthcare, nonprofit, education, wellness, and other industries.

Performing & Session Musician – Freelance Musician (2004–Present)

Professional violinist and bassist with 25+ years of live performance and studio recording experience.

Art with a Heart – Assistant to the Executive Director (2010–2015)

Nonprofit operations, fundraising coordination, stakeholder communications, and website redesign leadership.

Education

Parsons School of Design
The New School

Certificate, Graphic and Digital Design
2016 - 2017

St. Mary’s College of Maryland

BA in English, Music, Environmental
Science
2004 - 2008

Skills

Design

- Product Design
- Experience Strategy
- UX/UI Design
- Design Systems
- User Research & Testing
- Journey Mapping
- Prototyping

Leadership & Strategy

- Product Strategy
- Design Leadership
- Cross-functional Collaboration
- Experimentation & Optimization

AI & Emerging Technology

- AI-Enabled Experience Design
- AI Agent UX & Workflows
- Human-AI Interaction
- AI Prototyping

Core Tools

- Figma / FigJam
- UserTesting
- Adobe Creative Suite

Contact

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