

ROBERT LURIA

UX Strategy & Experience Design Director | Healthcare · HealthTech · Pharma

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UX Director with 15+ years leading UX strategy and experience design in regulated healthcare and pharma environments. Specializes in the upstream work — competitive audit, structural analysis, and journey architecture — that defines the right problem before solutions are built. Not a production designer: a design leader who bridges clinical complexity, regulatory constraints, and human-centered design across agency and in-house environments.

Named outcomes: 20% reduction in patient drop-off at Abbott FreeStyle Libre. Multi-market UX framework for Eli Lilly across four regulatory environments. Dual-audience oncology platform for Verzenio cleared MLR in a single review cycle. Track record of stakeholder-ready deliverables in FDA/MLR/HIPAA-regulated environments across Abbott, Eli Lilly, Pfizer, GSK, AstraZeneca, Sanofi, and ViiV Healthcare.

CORE EXPERTISE

Experience Audit & Competitive Intelligence • Competitive Landscape Analysis • CX Assessment & Gap Analysis • Executive Recommendations & Storytelling • Information Architecture • Patient & HCP Journey Intelligence • Regulatory Alignment (FDA / MLR / HIPAA) • Cross-Functional Leadership • AI-Assisted Research & Synthesis • Healthcare, Pharma & Enterprise Platforms

PROFESSIONAL EXPERIENCE

Founder & Principal | Luria Advisory — UX Strategy & Competitive Intelligence

Aug 2025 – Present

Luria Advisory • New York Metro Area / Remote

Senior UX consulting in healthcare and pharma — strategy, audits, and competitive intelligence delivered to executive stakeholders.

- UX strategy and experience audits for regulated digital products
- Competitive landscape analysis across pharma and HealthTech brands
- Journey architecture and IA for patient and HCP-facing platforms

Director, UX Strategy

Sep 2022 – Aug 2025

Grey Group • New York, NY / Remote

Led UX strategy and experience design across 3–5 concurrent global pharma brand teams in FDA-regulated, MLR-reviewed environments.

- 20% reduction in patient drop-off on Abbott FreeStyle Libre — identified through structured journey audit, delivered as executive-ready recommendations to brand and commercial leadership.
- Built competitive landscape frameworks across 12+ regulated brands — translating intelligence into prioritized roadmap decisions within FDA/MLR constraints.
- Established pre-submission UX review as a standing delivery gate — reducing MLR revision cycles by embedding regulatory constraints into the audit process from day one.
- Selected clients: Abbott (FreeStyle Libre) • GSK (Shingrix, Benlysta) • AstraZeneca • Eli Lilly (Verzenio, Taltz)

Senior CX Product Designer

Jul 2021 – Sep 2022

Arnold Worldwide • New York, NY

Led experience strategy across three simultaneous pharma brand engagements — patient enrollment, medication adherence, and HCP engagement for Amgen (Enbrel), Otsuka (Rexulti), and Sanofi (Nexvazyme).

- Translated payer, clinical, and operational requirements into experience architecture and build-ready design direction for prescription-enabled patient support programs.
- Diagnosed an 89% bounce rate crisis on Enbrel.com following a site redesign — led UX research commissioning, vendor evaluation, and full wireframe redesign across 53 pages. FDA-regulated.

Senior UX Designer

Jan 2021 – Jul 2021

Havas Tonic (Contract) • New York, NY

Embedded UX contractor across three concurrent ViiV Healthcare launch-phase brand engagements — Cabenuva, Dovato, and Triumeq — delivering compliance-aligned design artifacts on MLR submission timelines.

- Established UX documentation standards and workflow models adopted across all three brand teams.

Digital Design Director

Jul 2018 – Mar 2021

MJH Life Sciences • Cranbury, NJ

Retained post-acquisition to extend UX strategy and experience governance across MJH's expanded digital portfolio and in-house agency.

- Maintained design system integrity and delivery consistency across a 30+ property enterprise platform through post-acquisition integration.

Director of Digital Design

Aug 2015 – Jul 2018

UBM Life Sciences • New York City Metropolitan Area

Built and led the internal design function — managing a team of five designers across a B2B enterprise platform of 30+ digital properties.

- Defined and implemented a design system and UX governance model adopted across all 30+ properties.

Interactive Designer (Contract)

Jan 2015 – Aug 2015

Sikorsky Aircraft (Lockheed Martin) • Stratford, CT

Contract UX engagement supporting digital experience across internal and external platforms for a global aerospace enterprise.

Founder & Design Director

Jan 2000 – Dec 2014

Luria Digital • White Plains, NY

Founded and led a boutique digital strategy and experience studio for 15 years — growing from sole proprietor to a team of 10 serving 60+ clients across multiple industries.

TOOLS & PLATFORMS

AI-Assisted Research & Synthesis • Analytics & Intelligence Platforms • CMS Platforms • Figma • Miro • Adobe Creative Suite

EDUCATION

BFA, Advertising Design — Syracuse University

CERTIFICATIONS

- Prompt Engineering Certification — QA Ltd (2025)
- WPP Open: Prompt Engineering — WPP (2025)
- WPP Open: AI Demystified — WPP (2025)
- WPP Open: AI in Action — WPP (2025)
- WPP Open: Introduction to Generative AI — WPP (2025)