

ROBERT LURIA

UX Strategy & Experience Design Director | Agency · Enterprise · Regulated Industries

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UX Director with 15+ years leading experience strategy across agency, enterprise, and regulated environments. Moves from ambiguity to clear experience direction — framing the problem, facilitating alignment, and building the artifacts teams need to make decisions and build well. Works across the full delivery arc: discovery, journey mapping, IA, wireframes, prototypes, design systems, and development handoff.

Named outcomes: 20% reduction in patient drop-off at Abbott FreeStyle Libre. Multi-market UX framework for Eli Lilly across four regulatory environments. Full wireframe redesign of 53-page Enbrel.com in response to an 89% post-launch bounce rate. Track record of executive-ready deliverables across web, mobile, CRM, and service ecosystems at Grey Group, Arnold Worldwide, Havas, and MJH Life Sciences.

CORE EXPERTISE

Experience Strategy & UX Direction • Cross-Channel Design (Web, Mobile, Email, CRM) • Information Architecture & Journey Mapping • Wireframes, Prototypes & Design Systems • Figma • Workshop Facilitation & Stakeholder Alignment • UX Team Leadership & Mentorship • Competitive & CX Audit • Accessibility & Responsive Design • AI-Assisted Research & Synthesis • Regulated Industries (Healthcare, Pharma, Financial Services)

PROFESSIONAL EXPERIENCE

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

Aug 2025 – Present

Luria Advisory • New York Metro Area / Remote

Senior UX consulting across agency and enterprise engagements — strategy, experience audits, and competitive intelligence delivered to executive stakeholders.

- UX strategy and experience audits for regulated digital products
- Discovery, journey mapping, IA, and wireframe direction across web, mobile, and CRM channels
- Stakeholder-ready deliverables across healthcare, pharma, and enterprise platforms

Director, UX Strategy

Sep 2022 – Aug 2025

Grey Group • New York, NY / Remote

Led UX strategy, facilitation, and experience design across 3–5 concurrent global brand teams — owning the full arc from discovery and journey mapping through wireframes, design systems, and development handoff.

- 20% reduction in patient drop-off on Abbott FreeStyle Libre — identified through structured journey audit, validated in stakeholder workshops, delivered as executive-ready recommendations to brand and commercial leadership.
- Led cross-channel experience strategy across web, email, CRM, and mobile for 3–5 concurrent global brand teams — partnering with strategy, creative, copy, and technology from discovery through delivery handoff.
- Mentored UX designers and set quality standards across teams — establishing pre-submission UX review as a standing delivery gate and reducing MLR revision cycles by embedding regulatory constraints 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, information architecture, and build-ready design direction across web, mobile, and patient support program ecosystems.
- 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)