

CALEB EVAN LYONS

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PROFILE

UX leader with 15+ years of experience designing complex, data-intensive products — including tools in life sciences, genomics, health informatics, and financial services. Proven track record delivering intuitive interfaces for machine-learning workflows, predictive analytics, and algorithmic data platforms. Passionate about translating emerging AI capabilities into experiences that feel natural and trustworthy to end users. Skilled collaborator, mentor, and iterative designer who thrives in fast-moving, cross-functional teams.

EXPERIENCE

Sales Specialist

Aug 2025 – Present

[Apple](#) · [Natick, MA](#)

- Advise customers on Apple ecosystem solutions, personalizing recommendations to individual needs and budgets.
- Educate users on device setup and software features, reinforcing human-centered product communication.
- Troubleshooting, explaining complex products to non-technical people, turning frustrated customers into solved cases.

Content Consultant

Nov 2024 – Jan 2025

[Jewish Educational Media](#) · [New York, NY \(Remote\)](#)

- Authored UX copy for a new Video Gifting feature on JEM.tv, enabling paid users to share single-view videos.
- Revised end-to-end messaging for The Living Archive's video and photo ordering flow.

Principal User Experience Designer

Aug 2018 – Jan 2024

[Revvity / Revvity Signals](#) · [Waltham, MA](#)

- Led UX for Signals Notebook, Signals Inventa, Signals Inventory, and ChemDraw — enterprise tools used in chemistry, pharmaceuticals, medical trials, and food science R&D.
- Designed interfaces for data pipelines: aggregating multi-source experimental data, surfacing predictive insights, and protecting proprietary compound structures through capability-aware access controls.
- Collaborated with data scientists and engineers to translate algorithmic outputs into actionable, clearly visualized results for non-technical researchers.
- Mentored junior designers and interns/co-ops; managed design system development and maintained a rapid shipping cadence on a multi-national team.

User Experience Specialist

Mar 2019 – Jun 2019

[Vertex Pharmaceuticals](#) · [Boston, MA](#)

- Conducted Usability Workshops, 1:1 interviews and stakeholder meetings with Commercial Team to improve a cutting edge pharmaceutical company's Salesforce tools and iPad app for better usability and faster interactions in the field.

Product Designer / UI & UX

Jul 2017 – Nov 2018

[Wuxi Nextcode](#) · [Cambridge, MA](#)

- Designed patient-focused websites and clickable prototypes for molecular biologists, oncologists, clinical geneticists, and bioinformaticians.
- Invented new workflows for complex medical processes involving genomic sequence analysis and AI-driven variant interpretation.
- Created a rare pediatric disease diagnostic tool — designed to surface diagnoses in infants currently undetectable by traditional medicine — incorporating intelligent classification of patient-derived xenograft cancer models.

User Experience Designer

2016 – 2017

[Up-To-Date / Wolters Kluwer](#) · [Waltham, MA](#)

- Designed EMR-integrated and mobile experiences for Up-To-Date, the world's leading point-of-care clinical decision support tool used by physicians and nurses globally.
- Focused on surfacing the most recent evidence-based recommendations during patient encounters — a precursor to modern AI-assisted clinical guidance.

Experience Designer

2013 – 2015

Verndale · Boston, MA

- Delivered UX and interaction design for a portfolio of enterprise web and digital transformation projects.

User Experience Designer

2011 – 2013

AIR Worldwide · Cambridge, MA

- Refined UX for catastrophe risk-modeling software used by insurers and financial institutions worldwide to make rapid, data-driven decisions.

Senior UX Designer

2008 – 2011

Putnam Investments · Boston, MA

- Designed financial data interfaces and tools to help portfolio managers and advisors understand complex fund performance data and make portfolio adjustments.

SKILLS & TOOLS

Data UX: workflow UX, data visualization, complex information architecture, wireframes

Design Tools: Figma, Sketch, Adobe Creative Suite, RP Pro (Axure-style prototyping)

AI Tools: ChatGPT, Claude

Collaboration: Jira, Confluence, Microsoft Office / 365

Research: Usability testing, stakeholder interviews, UX workshops, journey mapping, heuristic evaluation

Soft Skills: Cross-functional team leadership, mentoring, design system ownership, rapid iteration

EDUCATION

University of Massachusetts Amherst

2008

BA, Journalism & Technology