LANCE VEITCH

Visual / UX / Product designer with 20+ years designing enterprise and consumer software, grounded in a strong foundation in visual and interaction design. Experience spans large-scale enterprise platforms down to small business and not-for-profit work. Skilled at translating complex, multi-stakeholder workflows into intuitive product experiences and mentoring design teams while driving alignment across product and engineering.

EXPERIENCE

Oracle
Senior/Principal User Experience Designer | *2017 - 2026*

Led UX design for Oracle Higher Education product (Student Cloud), an enterprise platform used by universities to manage the student academic path. Designed end-to-end experiences for core student and staff workflows across a large, multi-module enterprise product.

Ellie Mae
User Experience Designer | *2015 - 2017*

Partnered across UX, product, and business teams advocating for design decisions with stakeholders. Designed wireframes, flows, and interaction patterns that translated research into measurable improvements in product performance.

Citi
User Experience Design Lead | *2004 - 2015*

Progressed from Interaction Designer to UX Design Lead over an 11-year span, taking on increasing ownership of large-scale enterprise design initiatives. Mentored designers across the broader creative organization and shaped design strategy to support business goals without sacrificing customer experience.

Freelance
Interactive/Graphic Designer, Illustrator, Design Consultant | *2001-Present*

Independent practice delivering web and print design solutions for a range of clients, primarily artists, small businesses, and non-profits.

Earlier Experience

The Boardwalk Group | Art Director | *2003*

Fierce Graphics | Graphic Designer | *2001-2002*

Florida Times-Union | Graphic Designer | *1999-2001*

City of Jacksonville | Graphic Design Intern | *1999*

CONTACT

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EDUCATION

University of North Florida

Bachelors of Fine Arts | *1994-1999*
Graphic Design/Photography

Human Factors International

How to Design for the Big: User-Centric Innovation & Strategy | *2010*

User Centered Analysis & Conceptual Design and Practical Usability Testing | *2006*