# Erin Tozour

## Product and visual designer

I've been designing for over 20 years, leading design at healthcare startups for the past 11. Most recently, I worked on bringing AI into the tools care teams use every day. I design how products work and how they look, from research and product design to design systems, brand, and illustration.

### EXPERIENCE

**Laguna – Head of Design** Jan 2024 – Sep 2026

Led product and marketing design for an AI platform that helps care teams cut admin work

Designed an AI copilot for case managers; cut documentation time by 66% at a large health plan

Designed an AI-powered dashboard for supervisors

Laguna was acquired by Elligint Health in November 2026

**Abilico – Head of Design** Mar 2023 – Jan 2024

Designed the ordering portal for complex compression products with the founder, launching several versions as transactions grew month over month

Created the brand's original artwork and guidelines for web, product, and marketing

**Navio – Head of Design** Oct 2019 – Dec 2022

First designer at a company helping people with brain cancer understand and follow their treatment plans

Designed the complete product experience, including data collection for clinical trials, with insights from interviews with people living with glioblastoma

Created Navio's identity, illustrations, and design system; wrote and built the website, and made videos for patients, providers, and partners

**Vim – Design Director** Jul 2015 – Oct 2019

First designer; named the company when it rebranded from BookMD, and managed the trademark registration

Built Vim's identity and design system

Designed patient and provider apps for specialist referrals, appointment booking, and price estimates; ran user acceptance testing and an accessibility audit

Hired and managed two product designers

**Freelance designer** Sep 2013 – Jul 2015

Brand, web, and app design for small businesses. Took time out to travel around Europe

**Magento – Design Manager** Dec 2010 – Sep 2013

First full-time designer; grew the design team from 1 to 10

Redesigned ecommerce platform UI and a no-code site builder

Led the website and marketing for the Magento Go launch and the 2011 and 2012 Imagine conferences

**Executionists – Art Director** Sep 2007 – Nov 2010

Logos, style guides, websites, collateral; clients included Coffee Bean, Disney, Intel, LADWP, and the Oprah Store

**Freelance web designer** Aug 2004 – Sep 2007

Taught myself to design and build websites, including ecommerce sites and a custom CMS, and ran each project from start to finish

### CAPABILITIES

Product design (UX and UI)
AI product design
Design systems
Brand and identity
Illustration and type design
Research and usability
Design sprints
Design leadership
UX writing
Motion and video

### TOOLS

Figma
Claude and Claude Code
Cursor
Storybook
Glyphs
Adobe Illustrator
Procreate
Webflow
Jira

### MY OWN PROJECTS

**Verity**
My design system, built in Figma and React with AI as a collaborator.
verity.erintozour.com

**Imperfecto**
My typeface, drawn in Glyphs

### EDUCATION

Bachelor of Music in Songwriting, Berklee College of Music

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