

EXPERIENCE

UX Product Designer II, March 2024-present

Health Care Service Corporation (Blue Cross and Blue Shield of IL, MT, NM, OK, and TX)

- Ownership of authenticated experiences for members, partnering with product teams to conceptualize and execute continual user experience enhancements. Coordinate with project managers, business analysts, leadership stakeholders, subject matter experts, content writers and authors, design strategists and researchers, developers, and testers to take concepts through strategy, ideation, requirement gathering, feasibility discussions, fast-paced iterations, user and usability testing, QA, approvals, and launch, as the member advocate and product expert.
- Produce responsive designs and interactive prototypes for features communicating complex and dynamic information, such as health insurance coverage and benefits, preventive health and wellness, and member spending. Taking into account varying levels of user knowledge of the subject matter and legal requirements, create and refine solutions to be used within multiple states, lines of business, and customized groups.
- Champion a new personalization initiative focused on health care management, designing a condition-centered hub that aggregates members' benefits, providers, programs, resources, and tasks to address customized health goals, interests, and diagnoses. Work iteratively to scale these net-new models, conducting user research, competitive analysis, and usability testing at every step to justify value and effectiveness.
- Reimagine and redesign the prior authorization experience, resulting in a 4x increase in page visitation.
- Contribute to the design system, advocating for increased consistency and flexibility, ultimately collaborating to create a new process for design system updates and a stronger relationship between system designers and product designers.
- Run and assist researchers in running user research, including member interviews, card sorting, and usability testing, synthesizing the results of these studies into actionable recommendations and design decisions that advocate for member needs alongside business goals.
- Recognized with an award for collaboration for my thorough documentation and coordination when delivering designs with specs and requirements for audiences from leadership to technical teams.

Senior UX/UI Designer, April 2020-March 2024

Freelance, Contract, Consulting

- Led projects through an entire lifecycle, working in an iterative approach, communicating effectively with clients, and implementing feedback to solve complex business challenges while meeting user needs and stakeholder requirements.
- Performed UX research, discovery, and strategy to set goals for a client and their users, including leading multi-day stakeholder discovery workshops, performing usability audits and competitive analysis, and facilitating user research and A/B testing with prioritized recommendations and solutions.
- Produced responsive, interactive wireframes for individual features and full site designs, defining user journeys, information architecture, sitemaps, functionality, and template layouts.
- Developed digital branding, style guides, type scales, and design systems with a pixel-perfect attention to detail and a keen understanding of the balance between visual, strategic, and accessibility needs.
- Designed responsive user interfaces that meet aesthetic and technical requirements, defining visual states and documenting interactive design.
- Created precise and robust design systems and component libraries, as well as worked within existing design systems to maintain consistency.
- Performed QA testing, provided documentation and specs, delivered information to back up design decisions, and communicated with technical teams about usability, consistency, and accessibility issues.
- Advocated for UX best practices and accessibility standards, finding innovative and cohesive solutions within project, timeline, and technical constraints.
- Mentored junior designers, guiding through onboarding, providing guidance on best practices, and delivering feedback on work. Built and managed relationships that make collaborative, creative, systematic, effective solutions possible.

UX/UI Designer, September 2018-April 2020

Adage Technologies, June 2017-April 2020

- Produced designs for full websites, individual features, site updates, and products using human-centered design and an agile iterative process to improve admin and user experiences. Worked with mission-driven organizations (arts & culture, non-profits, associations) to serve their members and missions.
- Defined information architecture, documented functionality and interactions, and created responsive wireframes. Produced digital branding and style guides and implemented these into high-fidelity user interface designs for features, templates, e-commerce, and products.
- Contributed to product design for a seat selection product for performance venues, working within an established design system, designing new features for product releases, and translating industry research, user feedback, and product team goals into complex solutions like ticket exchanges, advanced filtering capabilities, single ticket vs. subscription selection, and integration into complete e-commerce paths.
- Collaborated across multiple scrum teams to document requirements and incorporate user feedback, performing QA testing, acting as a liaison between clients, project management, and developers, and keeping track of multiple timelines, budgets, and priorities.
- Drove company marketing by producing content for the website (design and copywriting), and designing assets such as printed case studies, brochures, booklets, material for conferences, etc.

Graphic Designer/Communications Assistant, August 2014-July 2016

Ohio House of Representatives

- Designed digital and print assets with a strong sense of typography and layout, designing informational booklets, brochures, logos, banners, postcards, graphics, and social media content.
- Wrote copy for printed materials, wrote and edited newspaper columns and press releases, transcribed speeches and interviews, and took photographs for print and social needs.
- Maintained cohesive visual standards across assets, and originated and maintained an organized structure for brand guidelines, assets, and archival material.

EDUCATION

The Ohio State University

B.A. Theatre / Visual Communication Design, Studio Art: Photography, and Arts Entrepreneurship Minors

SKILLS

Figma; Axure; Mural; UserZoom; Adobe Creative Suite; Miro; Sketch; Jira; WCAG accessibility; Microsoft Office; UX copywriting; Agile; scrum; working knowledge of HTML and CSS; responsive, user-centered design; design systems