# Profile

*Designing, Prototyping & Usability testing* are my passions — building the best solutions for my customers and breaking down communication barriers across the product team.

# Experience

## Director of Product Experience, Optum, Raleigh NC : 2018 - current

* + Created Type 2 Diabetes provider facing medication recommender application to reduce variability in care for Clinical Delivery Organizations
  + Led strategy and vision for EHR integration to allow clinicians to access Smart on FHIR applications

## UX Consultant, User-View, Durham, NC : 2018

* + Observed multiple healthcare call center representatives to gather domain expertise to design new CRM tool
  + Interviewed Medicare brokers and agency heads to learn what is useful for re-designed portal
  + Built task maps and HTML prototypes to help UX team run usability studies on research findings

## UX Consultant, MBO Partners, Durham, NC : 2016 - 2017

* + Designed and implemented the mother of all healthcare prototypes to foster 5 year vision of customer needs
  + Attended 24+ usability studies in clinical context to fully understand needs multiple product requirements

## Sr UX Consultant, RoleModel Software, Holly Springs, NC : 2012 - 2015

* + Successfully managed 3 different new projects in 3 different industries while being lead UX designer
  + Performed user research field studies for 2 new projects to win contacts & completed design for final products

## Lead User Experience Engineer, Thomson Reuters, Durham, NC : 2011

* + Ran usability tests with 12 different customers before development began on project
  + Created 3 different high fidelity prototypes within 1 month for usability testing at customer conference
  + Proposed UX portal to solve communication issues between UX, BA’s, PM’s and external customers
  + Developed new tool to generate 12 customer graphical reports which won multi-million dollar contact

## *Software Developer 4*, SAS Institute Inc, Cary, NC : 2007- 2010

* + One of first to implement customer solution using Adobe Flex 3
  + Created 2D and 3D planogram viewer for Retail Space Planning
  + Added interactive geocoding for address validation when submitting HMDA/CRA loans to FFIEC

## *Usability Consultant*, Glaxo Smith Kline (GSK), Durham, NC : 2006

* + Automated manual process and reduced time from 4 hrs. weekly to <15 min. for 20+ biologists
  + Worked on agile XP team as designer and developer through 4 production releases in 7 months
  + Collaborated with business owner to run usability tests to continually improve design

## ***User Interface Designer***, Capital Group Companies, San Antonio, TX : 2004 - 2006

* + Completely redesigned knowledge management content system according to usability test findings
  + Worked on over 15 enhancements in final 6 months with 10 different developers for ~2000 users
  + Introduced working set of 5 Personas for Business Analysts, Developers, Testers and Managers
  + Evaluated software solution for training department to save $1000 per class room

## *Software Developer IV*, SAS Institute Inc, Cary, NC : 2002 - 2004

* + Created first release of an enterprise Business Intelligence query and reporting web application
  + Wrote fully functional prototype of OLAP tables to verify design in usability tests
  + Worked with UI designers and graphic artist to maximize visual appeal of product for ease of use

## *GUI Architect*, Fujitsu Network Communications, Raleigh, NC : 1999 - 2001

* + Eliminated usability problems in editor application by complete redesign using customer feedback
  + Created UI guidelines for product to ensure application consistency & ease learning curve for customers
  + Reduced multisite communication problems after being assigned as technical lead for GUI

## *Miscellaneous* : before 2000

* + Worked in oil industry for 12 years

# Education

**Virginia Tech**, Blacksburg, VA — Bachelor of Science, Geophysics 1984