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Work Samples: <http://stereoj.am/work>

Active Top Secret Clearance

With over six years of remote experience as a Product and UX Designer specializing in the healthcare industry, I excel at tackling complex, multi-stakeholder challenges in dynamic environments. Leveraging data-driven insights and user research, I translate evolving requirements into intuitive wireframes and prototypes. My work lays the groundwork for integrated design systems with a consistent design language, enhancing application usability and accelerating feature development while driving scalable solutions.

EngagedMD
Product Design Lead

Mar '21 - Mar '24

- Collaborated with internal and external stakeholders to gather and refine requirements for new features and enhancements across company applications, ensuring alignment with business objectives and user needs.
- Authored detailed user stories based on comprehensive business and UX requirements, effectively managing development backlogs in JIRA.
- Designed intuitive low- and high-fidelity prototypes in Figma, streamlining main user flows for clarity and usability.
- Conducted prototype testing with stakeholders to validate designs and gather actionable feedback, driving continuous improvement.
- Conceived and implemented innovative application designs tailored to fertility clinic staff and patient needs, enhancing user engagement and satisfaction.
- Partnered with developers to provide clear and actionable functional specifications, ensuring seamless implementation of designs.
- Introduced Hotjar for behavioral observation and user surveys, uncovering critical UX flaws and translating insights into prioritized development tasks.
- Developed and maintained a robust design system to ensure consistency, scalability, and efficiency across all applications.
- Actively participated in weekly triage meetings and quarterly PI planning, contributing to the prioritization of design initiatives aligned with strategic goals.
- Worked closely with the Customer Success team to identify and address key pain points, delivering user-centric solutions that improved overall experience.

Launched November 2023, the clients are in the process of being migrated to a new platform with new branding

WundermanThompson
Associate Director of User Experience

Mar '12 - Jan '21

- Led and mentored a cross-functional team of 8, defining requirements, setting KPIs, and establishing clear, achievable goals to drive positive customer outcomes.
- Assessed project feasibility and collaborated with clients to align on timelines, ensuring both user needs and business objectives were successfully met.
- Effectively communicated the value of impactful user experiences to stakeholders and leadership, fostering buy-in and support for UX initiatives.
- Conducted comprehensive research (primary and secondary) to gather business requirements and user insights, informing data-driven design decisions.
- Developed and approved user journeys, user stories, and user flows, creating seamless and engaging experiences for end users.
- Designed robust information architecture and wireframes for web and mobile projects, ensuring clarity and scalability.
- Focused on delivering high-quality products within the constraints of the highly regulated healthcare industry, meeting compliance and usability standards.
- Acted as a central coordinator for a multidisciplinary team of strategists, copywriters, designers, and developers, ensuring alignment and smooth workflows.
- Created detailed functional specifications using JIRA, Omnigraffle, Sketch, and Frontify, facilitating clear communication with development teams.
- Partnered with in-house and remote developers to ensure efficient and accurate product delivery, addressing challenges proactively.
- Advised project management and client services teams on feature roadmaps and project scope, ensuring alignment with strategic priorities.
- Conducted user and usability testing, leveraging tools like Hotjar to gather actionable feedback and drive continuous improvement.
- Advocated for responsive design and accessibility principles, providing thought leadership and elevating design standards across the agency.

Select examples: ibrance.com, innovation.org, arthritis.com, xeljanz.com, respistory.com, Bluebutton Medical Record App, windstream.com, sunovionprofile.com

stereojam: the pixelsmith
Owner

Feb '08 - Present

- Partnered with clients to develop innovative technology solutions aligned with business objectives, driving measurable results.
- Designed comprehensive user stories, user flows, and wireframes, ensuring seamless user experiences across complex systems.
- Conducted in-depth analyses of information architecture and sitemaps, translating insights into intuitive, responsive designs and functional prototypes.
- Delivered end-to-end WordPress, Drupal, and Joomla theming, enhancing digital presence for diverse industries.
- Executed successful email marketing campaigns using platforms like Mailchimp, iContact, and Constant Contact, improving engagement and ROI.
- Consulted on strategic web development and marketing initiatives, driving brand visibility and user engagement.
- Provided professional event, wedding, and portrait photography, blending technical skill with creative vision to capture meaningful moments.

Select examples: archives.gov/exhibits/civil-war, rbskl.com, rustikdc.com, thegoldshieldgroup.com, geordiewood.com

Blue Water Media
Senior UI Designer

Apr '08 - Mar '12

- Analyzed project requirements, evaluated existing information architecture, and reviewed site analytics to identify opportunities for improvement.
- Designed intuitive sitemaps to optimize navigation and user experience.
- Created original, visually engaging layouts tailored to client needs and brand identity.
- Implemented designs through front-end development, ensuring pixel-perfect execution.
- Themed and styled CMS platforms, including Joomla, WordPress, and Drupal, to deliver cohesive and functional digital experiences.
- Presented creative concepts and solutions to government, non-profit, and commercial clients, fostering collaboration and buy-in.

Select examples: oig.hhs.gov, macf.com, doioig.gov, imnsolutions.com, naviance.com

Skills

- Figma, Adobe CC, Adobe Lightroom, Omnigraffle, Axure, Sketch
- JIRA, Miro, Trello, Frontify, Zeplin
- HTML, CSS, beginner Javascript
- Wordpress/Joomla/Drupal theming and integrations
- Hotjar, Google Tag Manager, and Google Analytics