

Digital Experience Team

Core Beliefs

User first. Always.

Helping our fellow Californians is at the center of what we do.

Failing is okay.

We learn more from our failures than from our successes. Take calculated risks.

Always be candid.

Direct and respectful communication gets us to the finish line faster.

Iterate.

It's not done once it goes live. In fact, it's just the beginning.

Areas of Expertise

User Experience Design

Web Development

Conversational Design

Insights and Analytics

Applications We Support

CoveredCA.com

HealthExchange.CA.gov

Board.CA.gov

Find an Enroller

Event Finder

Cici

[Meet the Digital Experience Team Members](#)

The following are members of the digital experience team.



Chris Martin

Web Applications Manager

Chris is Passionate about empowering a multidisciplinary team to create inclusive online experiences. Previously Chris worked in roles as a product owner and web developer. He attended California State University, Sacramento and has a B.S. degree in Management Information Systems. Chris holds a Covered California table tennis championship title and outside of work enjoys exploring national parks.

Chris.Martin@covered.ca.gov



Elena Medrano

Product Owner

Elena brings over 10 years of product-owner experience with a focus on consumer-facing websites and applications. As a creative, high-energy visionary with a natural talent for inspiring others, she strives to create collaborative and supportive work environments. Elena has a B.A. in business marketing, an A.A.S. in computer science, and is a certified change practitioner.

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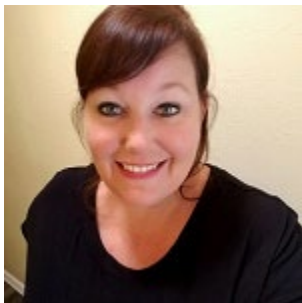


Robert Seastron

Interim Product Owner

Working with a team of talented creative professionals, Robert strives to keep our consumer-facing website up to date with the latest policy changes while constantly striving to improve the user experience. In addition to being a PO, he also works on UI design. With over 30 years of graphic design experience, he is still learning new ways to design, mostly by observing consumers who navigate our site. When not attending Teams meetings, you might find him jamming on an electric guitar.

Robert.Seastrom@covered.ca.gov



Heidi Call

Heidi works to 'answer the question before it's asked' to ensure that everyone is in the loop, and she pushes her team to work towards that same philosophy. With over 20 years of managing projects, focused on telephony and consumer experience, she is excited to help drive cohesiveness to Covered California's consumer facing products. When not leading Scrum ceremonies, she enjoys spending time with family & friends and making memories!

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Ankita Singh

Chatbot Developer

A chatbot developer with a passion for innovation, Ankita has honed her skills in building chatbots using various frameworks. Ankita holds a masters degree in Computer Science from the University of Colorado, Boulder. When not building chatbots, she can be found playing with her dog Maui, experimenting in the kitchen or tending to her garden.

Ankita.Singh@covered.ca.gov



Ramon Navarro

Lead Enterprise Web Engineer

Ramon is a software craftsman. He likes learning new things that he can add to his skillset as a software engineer. Ramon is privileged to be able to contribute to projects that have a positive impact on peoples lives. One thing he loves more than building software is spending time with family and friends. Ramon is a self-proclaimed “Brad Pitt of the Philippines.”

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Ashley Slauson

Conversation Designer

Ashley puts her creative skills to use as the lead conversation designer for CiCi. She is a certified Scrum product owner with a passion for learning and for solving complex problems. Ashley has a knack for improving solutions based on consumer interactions and thinking out of the box. She loves dogs, road trips and hanging out with her kids.

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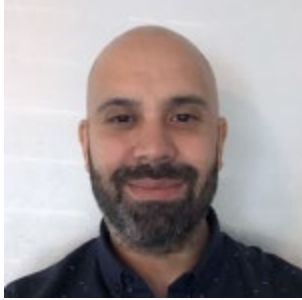


Archana Pandiri

Full Stack Developer

As a developer, Archana is enthused and tenacious when it comes to her work. When asked to choose between front-end or back-end development, she will always pick front-end. Archana is a team player who has almost nine years experience as a full-stack developer. When not at work, you can either find her in the kitchen or tidying up.

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Erik Hosino

UX/UI Designer

Erik is a Spokane native, but has lived in Sacramento most of his life. Fueled by a passion for design and inclusion, he found a natural fit in User Experience Design. When he is not staring at computer screens, Erik enjoys painting, sculpting, and spending his life savings at Disneyland with his family.



Narita Promnart

UX/UI Designer

Form Follows Function has always been Narita's motto. She is a User Experience Designer for the team. Her passion is in design and creating a positive impact on people. What Narita hates most are folding bed sheets, farmhouse design and Tucker Carlson. On good days, she spends time cooking, shopping on Etsy and laughing with her kids.

Narita.Promnart@covered.ca.gov



Kelsey Lindelof

UX Content Writer

Whether it is a homepage heading or a single word on a button, no job is too small for a UX content writer. Kelsey aims to write webpages in a way that is inclusive, intuitive and easy to understand. She also ensures that the websites language is in keeping with the brand voice. Her favorite things are animals, books and travel.

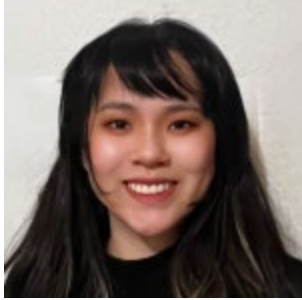


Eduardo Guzman

Web Engineer Student Intern

Eduardo started in the IT Service Desk and made his way to the Web Team. Coding is a passion of his, and Eduardo willingness to improve will always have him pursuing the “possimpilble” tasks where possible meets the impossible. Eduardo strongly believes in learning the theoretical aspect of things and always strives to improve his skillset. If he is not coding, you will most likely find him playing his guitar, doing cross fit or taking a shot of tequila with lime and salt, of course.

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Fiona Zhou

Data Analytics

Originally a UI/UX Designer with a focus on UX Research on the .COM team, Fiona has since turned her focus to data and web development. She is certified in Full Stack Development and has a B.A. in Design from UC Davis. Currently, all her free time is dedicated to her six cats.

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