

# Jessy Santos

## USER EXPERIENCE & OPERATIONS STRATEGIST

Fayetteville, NC

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### PROFESSIONAL SUMMARY

UX strategist with 15+ years of experience transforming complex workflows into intuitive, user-centered systems. Skilled in wireframing, process mapping, and aligning digital tools with real-world user needs. Adept at research, stakeholder interviews, and cross-functional planning to improve usability, streamline processes, and increase adoption. Backed by an MBA and a UX certificate from Full Sail University.

### SKILLS

<b>CORE COMPETENCIES:</b> UX Research   Stakeholder Interviews   Process Mapping   UX Strategy   SOP Development   Workflow Optimization   Information Architecture   Team Training & Support	<b>TOOLS &amp; TECHNICAL:</b> Salesforce   ServiceNow   HubSpot   Availity	<b>DESIGN:</b> Figma   Lucidchart   Sketch   Framer   Adobe XD   Wordpress   Webflow   Miro
<b>DATA TOOLS:</b> Excel   Power BI   Tableau	<b>DOCUMENTATION &amp; COMMUNICATION:</b> SharePoint   Adobe Acrobat   Zoom   Slack   WebEx	<b>LANGUAGES:</b> Fluent in English and Spanish

### EXPERIENCE

#### UX STRATEGY & WORKFLOW DESIGN CONSULTANT

January 2023 - Present

Independent Contractor, Various Clients | Remote

- Drove stakeholder interviews and user discovery workshops, translating insights into user-centered SOPs and compliance frameworks for small businesses.
- Delivered qualitative and quantitative research insights, shaping workflow redesigns and improved service delivery across construction, transportation, and e-commerce sectors.
- Created process maps and wireframes for hiring workflows, cutting onboarding time by 25% and reducing user-reported errors by 40%.
- Developed customer journeys and operational blueprints for startups, coordinating user needs with market strategy and growth plans.

#### HR & BENEFITS COORDINATOR (TIER 2)

May 2024 - Present

Owens & Minor, Remote

- Administered Open Enrollment and benefits processes for 20,000+ employees, ensuring documentation accuracy and timely communications.
- Executed wireframing and design for a new corporate intranet, resulting in faster navigation and reduced time to access HR resources.

#### BENEFITS ANALYST AND UX PROJECT LEAD

September 2019 - January 2023

Fallon Community Health Plan, Remote

- Partnered with IT, sales, and HR teams to assist in design and implementation of CRM and sales dashboards, aligning user and business needs.
- Automated and optimized benefits systems, cutting manual tasks by 80% and enhancing cross-functional usability.
- Designed training materials informed by user research, reducing support requests by 25% and enhancing Medicare benefits comprehension.
- Audited vendor evaluations and contributed to selection criteria using insights from internal stakeholders and data analysis.

#### BENEFITS MANAGER

December 2016 - August 2019

American Income Life Insurance Company, Remote

- Managed a team of 15 licensed benefits consultants supporting union groups and workforce accounts across North America, ensuring alignment between business needs and user expectations.
- Designed training systems and onboarding processes informed by consultant feedback and user pain points, restructuring pass rates by 30% through user-centered design.

- Introduced automation tools and interactive dashboards for eligibility tracking and communications, reducing manual tasks by 40% and enhancing data accessibility.
- Led user research and benefit needs analyses with union partners, integrating survey data and member feedback to tailor offerings, boost enrollment satisfaction, and ensure compliance with workforce agreements.

## **SERVICE ADVOCATE, GROUP MEMBERSHIP & BILLING**

November 2015 - November 2016

Florida Blue, Jacksonville, FL

- Supported 3 system enhancements during a user-focused redesign, boosting navigation speed by ~25%, cutting down duplicate data entry by ~40%, and coordinating workflows for 50+ staff members to eliminate critical process pain points.
- Transformed dashboard designs and improved processes through synthesis of feedback from enrollment and billing teams.
- Maintained dashboards and conducted trend analysis on premium variances to inform leadership decisions.

## **ADDITIONAL EXPERIENCE**

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### **COMMUNITY PROGRAMS COORDINATOR**

September 2012 - June 2013

AmeriCorps, East Providence, RI

- Facilitated community access to SNAP, LIHEAP, and tax support programs through intake and support services.

### **STUDIO DESIGN INTERN**

May 2011 - August 2011

New Urban Arts, Providence, RI

- Played a key role in the NUA on the Move Project by leading studio layout planning, including art station placement, with original designs featured in exhibitions.

### **BANKING & CUSTOMER SUPPORT ROLES - REGULATED ENVIRONMENTS**

Citibank, Bank of America, Citizens Bank, Capital Good Fund, Various Locations

- Delivered customer service and compliance support in regulated financial environments.

## **EDUCATION**

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### **Master of Business Administration**

September 2025

*Western Governors University, Salt Lake City, UT*

### **Bachelor of Science in Business Administration Management**

December 2024

*Western Governors University, Salt Lake City, UT*

### **Certificate in User Experience**

April 2024

*Full Sail University, Winter Park FL*

- Design & Art Theory.
- Graphic Principles.
- UI Visual Design and Prototyping.
- Web Architecture
- Interfaces and Usability

### **Associate of Science in Business Administration Management**

May 2022

*Community College of Rhode Island, Warwick, RI*