

ALANA PENDLETON

alanalanette@gatech.edu | 404.353.4461 | alanalanette.com

PROFILE

My passion for user experience stems from a deep sense of curiosity and empathy at the end user level. In the 5 years led the user experience efforts at Pursuant Health, my aspiration to delve deeper into the methodology and practice of human computer interaction had only grown stronger. This desire to learn more led me to the Human Computer Interaction Masters program at Georgia Tech. My ultimate goal is to contribute my learnings and experience toward a world of human-centered, inclusive technology.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY // MS HCI-SPRING 2020

THE ART INSTITUTE OF ATLANTA // BFA GRAPHIC DESIGN-2012 // MAGNA CUM LAUDE

GEORGIA TECH GVV DISTINGUISHED MASTER'S STUDENT AWARD FINALIST // FALL 2019

PROFESSIONAL EXPERIENCE

PURSUANT HEALTH // DIRECTOR OF USER EXPERIENCE // JULY 2013-DECEMBER 2019

As Director of User Experience at Pursuant Health, I applied strategic thinking, creative conceiving, and engaging design techniques to construct user-centered designs across an array of engagement channels while employing a strong focus on inclusive design methods at the forefront. With UXD and UXR as my core focus, the user experience is thoughtfully composed by exercising comprehensive research and evaluation methods emphasizing the user journey, behavior patterns, task analyses, and contextual inquiries in the retail environment.

PROFESSIONAL ACCOMPLISHMENTS

SEPTEMBER 2015

New Visual Health Risk Assessment
Co-developed with Cleveland Clinic
Wellness Provides Users with Their
"Health Age"

MARCH 2016

Pursuant Health Awarded NCQA
Certification of Health Risk Assessment
for "Health Age" Health Risk Assessment

AUGUST 2016

New Members of Anthem BCBS Hoosier
Care Connect and Healthy Indiana Plans
in Indiana Take Health Risk Screening
at Kiosks and Earn Reward

NOVEMBER 2016

American Diabetes Association
Diabetes Risk Test Launches in
National Health Kiosk Network
at Walmart Pharmacies

NOVEMBER 2017

Self-service Retail Kiosk Prototype
with Retinal Screening Integration
Unveiled for Retail Pharmacy and
Healthcare Provider Settings

MARCH 2018

Accepted into the MS HCI Program
at Georgia Institute of Technology