

# ALANA PENDLETON

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## PROFILE

My passion for user experience stems from a deep sense of curiosity and empathy at the end user level. In the 6 years I have 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