# DAVID EISENMENGER

UX DESIGNER & RESEARCHER

www.eisenmenger.co
david@eisenmenger.co

## ABOUT ME

A user experience designer and researcher with a background in program development, and healthcare management. My focus is to solve problems with solutions that create a seamless user experience, make people happy, and add value to the product. My approach uses human centered design in eliciting user needs and goals working creatively and collaboratively toward solutions.

## SKILLS

*Research*
Interview
Survey
Content Strategy
Usability Testing

*Design*
Persona
Journey Mapping
Wireframing
Prototyping
Web Design

*Tools*
Axure RP, Balsamiq
Sketch, InVision
Photoshop, Illustrator
InDesign
OptimalSort
Salesforce
VS Code

Languages
HTML
CSS

## EXPERIENCE

**Ardea Design LLC**                             Jan 2019 - Present
**Freelance Designer (Self Employed)**

End to end research and design to create delightful experiences and products. My process involves eliciting client needs, empathizing with users, exploring user goals, synthesizing insights, designing interactions, prototyping, guiding an iterative process to delivery. Recent projects include mobile and web.

**Friendship Health and Rehab**             Feb 2016 - April 2019
**Director of Social Services**

Drove customer experience delivery. Enhanced patient care related to social services from the 15th percentile (national) to "deficiency free" status in all 42 areas of Quality of Care as measured by CMS annual surveys (2016-2019).

**Signature Healthcare, LLC**                 May 2013 - Feb 2016
**Director of Education, Research, and Programming**

Researched and developed programs and products for Inc 5000 healthcare organization. Directed projects from inception to delivery including: Diversity and Inclusion product for care staff.. Emotional Intelligence training delivered to a network of 113 facilities. Palliative Care program piloted in four U.S. states.

**Signature Healthcare, LLC**                 Oct 2009 - May 2013
**Director of Spirituality**

Led initiatives focused on patient and staff wellbeing. In a high turnover field, average monthly nursing turnover reduced by a 3% in 12 month period. CMS deficiency free annual surveys (2012, 2013).

## EDUCATION

**User Experience Design**                     May 2018 - June 2019
**Springboard**

**Front End Web Development**                 Sept 2017 - Mar 2018
**Code Louisville**

**M.A. Marriage and Family Therapy**         Aug 2005 - May 2007
**Louisville Presbyterian  Theological Seminary**

**B.A. Peace and Global Studies**             Aug 1999 - May 2001
**Earlham College**

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## PROFESSIONAL SKILLS

Coaching

Creative Problem Solving

Emotional Intelligence

Interviewing

Leadership Development

Program Development

Strategic Planning

Teaching

Teambuilding

Training and Facilitation

User Empathy

## AWARDS

**Valedictorian**
**Signature HealthCARE Operational Leadership and Management**
2012

**Hall of Fame**
**Signature HealthCARE**
2011

**Better Care Award**
**Norton Healthcare**
2009

## MEMBERSHIPS

UXPA International

AIGA

## SELECTED PROJECTS

### WorldWater
### User Experience Design for Mobile

A non governmental organization (NGO) with operations in the United States and Ecuador asked me to redesign their website. The organization's goal was to increase giving, engagement, and attract new users. I designed a minimal viable product utilizing mobile first design to streamline the giving process and leverage social media to allow users to engage others in giving. **My Roles**: UX Researcher, Information Architect, UI Designer. **Methods Used**: Surveying, Interviewing, Card Sorting, Sketching, Wireframing, Prototyping, Usability Testing, Visual Design

### Spark! Diversity and Inclusion
### Product Design

Spark! is a facilitator led training program developed for an Inc 5000 healthcare company. I led the development of the product from inception to delivery. The concept's design incorporates empathy building, diversity and inclusion awareness using gamification, and interpersonal interaction. The program is structured in six free standing 15-minute training modules to be delivered in the staff members' working environment. Each module is designed from the perspectives of healthcare workers and encourages discussion and storytelling. Program assets include: facilitator guide, learner guide, game board, and cards. **My Roles:** Product Designer, Product Manager. **Methods Used**: Interviewing, Content Strategy, Mockups, Prototyping, Usability Testing

### Digital Inclusion Design Jam
### User Experience Research

I served as part of a team of 20 volunteer researchers tasked to create potential solutions to issues with digital inclusion in the metropolitan area of Louisville, KY. My research partner I interviewed people who were potential customers of low cost internet programs. We distilled insights and shared this data during the discovery phase of our work. These insights were collected and synthesized as lean user personas. Content from the interviews was incorporated into the "customer" persona. Challenge statements from the discovery phase were organized into Opportunity Areas. I served as part of a design group focused on opportunities within the low cost internet sign up process. The results of the Design Jam were presented at a meeting with representatives from the National Digital Inclusion Alliance (NDIA), corporate stakeholders and city officials. **My Role**: UX Researcher. **Methods Used**: Interviewing, Persona, Journey Mapping.