JJ Intoranat

Certified User Experience & Interaction Designer

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Advancing design through user analytics

I'm a designer focused on creating digital products for people. I excel at recognizing problems and validating assumptions. I have a passion for making things that are effective, efficient, and essential.

Work Experience

Consortium Health Plans

Apr 2016 - Present

Lead Product Designer

Consortium Health Plans is the focal point for Blue Cross and Blue Shield Plans' efforts to win, retain, and grow national accounts.

I report directly to the Executive Director of National Account Services. I am in charge of delivering the company's big picture with an innovative mindset. I acknowledge the diverse viewpoints and work constructively to accommodate stakeholders' goals and constraints. I remain engaged throughout the project to ensure the desired experience and interaction is being delivered as expected.

Recently, we launched a product that pre-process commonly used health care analysis. This allows the users to save time by skipping the query requests and let them explore the data directly through the application.

- Lead a development team in the creation of Consortium flagship on-demand service and digital products.
- Set design standards; create annotated wireframes, user flows, journey maps, personas, and functional prototypes.
- Create style guide and pattern library to speed up delivery.
- Engage in hands-on front-end web development to ensure the delivery of accurate product UX & IxD behaviors (HTML5, CSS3, jQuery, Bootstrap).
- Mentor the team on user-centered design practices and foster the importance of design execution.
- Exhibit the benefits of being customer-obsessed through presentations.
- Establish web analytics to measure and improve usability.
- Implement design process as part of an existing agile framework.

Information Innovators

Consulting for the FDA
Jan 2015 - Apr 2016

Lead UX Designer

I shaped the overall UX strategy and deployed consistent and engaging user experiences across the company. I created and maintained the UX and UI standards that are used across various projects within the organization. I enforced the best practices, style guides, pattern libraries, and UX documents to ensure consistent quality product delivery.

Universal Consulting

Consulting for the U.S. Army
Oct 2009 - Jan 2015

Creative Director, Web Services

I provided creative vision and implemented strategies for responsive design for websites and web applications. I provided my expertise for user-centered design principles, such as product design life cycle from initial user research to concept delivery. I directed a product team to design for user experience and user interface to achieve the business specifications.

For additional work experience and recommendations, please <u>visit my Linkedin profile</u> for full details (https://www.linkedin.com/in/intoranat/).

Related Education, Training, and Certification

Katharine Gibbs College	**Bachelor's Degree, *Visual Communications***
Nielsen Norman Group	**Professional Certification, *User Experience*** (Interaction Design, UX Management)
UC, San Diego	**Certificate, *Interaction Design***
Cornell University, Cornell Online	**Master Certificate, *Systems Design and Project Leadership***

Proficiency

Agile Process:	Scrum, DAD
Project/Task Management:	Microsoft Project, JIRA
User Experience:	HCI, IxD, usability, UX management
Design:	InDesign, Illustrator, After Effects, Photoshop
Prototypes:	Paper prototype, Balsamiq, Axure RP
Web Development:	HTML5, CSS3, jQuery
Frameworks:	Bootstrap, React