

User-Centered / Interactive / Interface Designer | Creativity Empowerer | Partnership / Team Builder

Experienced UX designer, strategist, advocate, and leader with a focus on collaboration, problem solving, and creative thinking.

Specializing in providing innovative user-centered design culled from usability test-driven results and meticulous research and discovery.

Values, effort, and purpose-driven leader that helps inspire the creativity of each team member, and pushes to turn weaknesses into strengths.

A patient listener, teacher, and mentor.

AREAS OF EXPERTISE

User Experience		Design	
Axure	<div><div></div></div>	Photoshop	<div><div></div></div>
Adobe XD	<div><div></div></div>	Illustrator	<div><div></div></div>
Proto.io	<div><div></div></div>	Sketch	<div><div></div></div>
Balsamiq	<div><div></div></div>	InVision	<div><div></div></div>
OmniGraffle	<div><div></div></div>	InDesign	<div><div></div></div>
Office		Other	
Word	<div><div></div></div>	HTML	<div><div></div></div>
Excel	<div><div></div></div>	CSS	<div><div></div></div>
PowerPoint	<div><div></div></div>	Premiere	<div><div></div></div>
Visio	<div><div></div></div>	After Effects	<div><div></div></div>

AWARDS & RECOGNITION

- Micro Site of the Year – Danze “Flush It” – Bronze
The Show 2008, Minneapolis, MN
- Micro Site of the Year – Activision WSOP “Beat the Brat” – Merit
The Show 2008, Minneapolis, MN
- Other interactive – GdB Interactive Holiday Card – Merit
The Show 2008, Minneapolis, MN

“ Jeff cares deeply about users, their needs, goals, and challenges. He evangelizes iterative development, is a passionate advocate for continuous user testing and discovery, and always seeks to find the fastest and most efficient way to validate/reject the team's hypothesis. ”

► Lukas Pleva, Product Manager - Decision Support

PROFESSIONAL HISTORY

CVS HEALTH / BSWIFT, Chicago 2018 - Present

Manager, Human-Centered Design

Leading a team of health-minded User Experience Designers, Visual Designers, Infrastructure Architects, Experience researchers, and User Testing Specialists to create an empathetic, patient-focused benefits enrollment software. Proud to provide 100% user tested experiences.

- Responsibilities:
- Leading discovery with product managers on upcoming initiatives, and assigning projects to design team members
 - Following project process / progress with design team and mentoring as necessary
 - Holding project-timely status and showcasing meetings with design team to help troubleshoot a project, or provide helpful feedback prior to business review and user testing
 - Contributing to the success of project deliverables with visual style guidelines in adherence to development platforms
 - Creating user-centric flow charts, diagrams, wire frames, prototypes, and visual mockups on individual and team oriented projects
 - Presenting conceptional to fully user tested designs to business and product owners at numerous points of design to hit all project / development timelines, and release schedules
 - Creating design specification for seamless project hand-off from UX to front-end development
 - Facilitating design-based learning workshops
 - Mentoring junior designers with focus on visual / experience design, and interaction
 - Hands-on ethnographic research at client sites to better understand client process and workflow with our products
 - Reimagining the voice-based interactive benefits platform using IA and VUI practices

EDUCATION

🏠 *Connecting Point*, 2003
Minneapolis, MN

🏠 *East High School*, 1996
Duluth, MN

Certifications:

Microsoft MCDBA & MCP certifications, 2003

Cisco CPPNA certification, 2003

CompTIA A+ certification, 2003

ABOUT ME

Brief history:

I was born and raised in the small town of Duluth, Minnesota. My mother taught art at the University of Minnesota-Duluth, and my father helped restore the infamous Aerial Lift Bridge as a steel fabricator.

I started working professionally in design in 1996 for *Internet Five* in Minneapolis. I was only eighteen years old. When the company was sold, I was the only employee that was kept on as a fundamental key to the company's day-to-day success.

In the early 2000's I owned my own design firm; *Ultra Fine Design*, working mostly with artists in the music industry, an interest I found while working for *Monster X Digital Media* in the late 90's.

As a small town, Minnesota native, the idea of living in Chicago has always excited me, and in September 2011, an incredible twist of fate led me to Chicago where I met and later married my wife. I am the proud father of 3 girls.

Interests:

I enjoy learning, and perfecting new, and exciting advancements in UX / UI / HCI and visual design. Keeping up on the latest trends in responsive frameworks, gamification and user engagement and retention.

Aside from screen-necessary interests, I have a great love of the outdoors, including golf, photography, snowboarding, swimming, and diving. I also consider myself an extreme camper, which goes hand-in-hand with my love of grilling, and hiking.

PROFESSIONAL HISTORY (CONTINUED)

AETNA / BSWIFT, Chicago

2016 • 2018

Senior User Experience Designer

Creating one-of-a-kind cross platform health experiences to help users of all ages enroll in employer-provided benefits or for retirement, and Medicare benefits. Sketching, prototyping, testing and designing a solution based 100% on user tested results.

Responsibilities:

- ▶ Discovering common user frustrations with popular health technology, as well as similar patient engagement offerings through user shadowing, interviews and ethnographic testing.
- ▶ Developing a full scale application prototype to be used not just as a development guideline, but as a tool for business leads to share the solution outlook with product directors, stakeholders, and potential clients
- ▶ Writing development story points for sprint planning based on team capacities, keeping to a strict UX acceptance criteria for each increment
- ▶ Working closely with both on-shore business project leads, and off-shore development leads to reach goal symmetry

R1 / ACCRETIVE HEALTH, Chicago

2015 • 2016

Lead User Experience Designer

Offering a three-tier software platform, the largest being a *Revenue Cycle Management (RCM)* component. My role was in their newly created, and eagerly anticipated patient engagement solution, and was tasked in creating this brand new experience from the ground up.

Responsibilities:

- ▶ Discovering common user frustrations with popular health technology, as well as similar patient engagement offerings through user shadowing, interviews and ethnographic testing
- ▶ Developing a full scale application prototype to be used not just as a development guideline, but as a tool for business leads to share the solution outlook with product directors, stakeholders, and potential clients
- ▶ Writing development stories for sprint planning based on team capacities, keeping to a strict UX acceptance criteria for each increment

PINPOINT CARE, Chicago

2012 • 2015

Sr. (UX) Experience Designer / Engineer, Client Experience Team

An experience-driven healthcare platform re-imagining how patients, physicians and providers work together to create a much more fluid cycle of care. A big part of this cycle is creating a one-of-a-kind experience for interacting, scheduling, evaluating, housing and tracking patient care.

Responsibilities:

- ▶ Applying user-centric design methods to translate user needs and business objectives into intuitive and engaging user-interfaces detailed enough for a single user but broad enough for users across many role types
- ▶ Implementing a fresh healthcare dashboard solution using creative, and conceptual problem-solving skills, following modern, responsive framework layouts and interactions using Axure, OmniGraffle, Lucid Chart, and InVision