

## Skills

Strategy & Research  
Behavioral Insight  
Content Strategy  
Design Thinking  
Digital Transformation  
Human-centered Design  
Market Analysis  
Omnichannel Marketing  
Product Roadmap  
User Research

## Design

Atomic Design  
Data Visualization  
Interaction Design  
Participatory Design  
Prototyping  
Visual Design  
Wireframing

## Implementation

Agile/Scrum  
Product Management  
Project Management  
SEO

## Tools

Adobe Creative Suite  
Sketch  
Axure  
Invision  
Google Analytics  
HTML/CSS  
SQL  
STATA  
Jira/Atlassian

## Work Experience

### Senior Product Designer - Healthcare

IPG - Hill Holliday | New York, NY

April 2017 - Present

#### Project

#### Impact

#### DTC cardiovascular drug

www.xarelto-us.com  
www.clotwise.com

Janssen Pharmaceuticals

Defined digital strategy and built three-year product roadmap  
Introduced the value of user research and delivered first user research session  
Implemented atomic design and a new design system for the client. Enabled client to adopt scalable and sustainable design practices. Created the content strategy, information architecture and wireframes.  
Managed team of creatives and developers to deliver a 100+ page website with new personalized user journeys by indication.  
Won DTC Best Engagement Program in 2019

#### DTC diabetes and renal drug

www.invokana.com  
Janssen Pharmaceuticals

Managed creative and development teams in a digital relaunch for a new indication  
Led the development of new digital assets and design system based on new branding direction. Defined the sitemap, information architecture and wireframes.

#### DTC psoriasis drug

www.cosentyx.com

Novartis Pharmaceuticals

Guided stakeholders to transition to a human-centered strategic mindset. Coached client on setting a digital vision and strategy for the brand.  
Introduced the value of user research and delivered first user research session  
Developed content strategy, site map, information architecture and wireframes for a new personalized experience based on disease-specific user journeys  
Introduced and embedded atomic design and a new design system for the brand  
Managed team of third party developers to build new CMS platform. Served as content administrator. Created user stories, defined sprints and reviewed completed items.

#### Ankylosing spondylitis patient education

www.monsterpain  
intheas.com

Novartis Pharmaceuticals

Defined the digital strategy for a health education website about ankylosing spondylitis (AS)  
Designed site map, information architecture, wireframes and interactive quiz to help individuals identify inflammatory back pain  
Promoted rigorous measurement and KPI tracking to guide client in understanding success  
127K+ quiz completions to date. Work mentioned on MSNBC, Parade, People and other media outlets.

#### Lung cancer screening education

www.savedbythescan.org

American Lung Association  
and Ad Council

Led a team of content strategists, designers and developers to deliver a health education website for new lung cancer screening method  
Developed wireframes and prototypes to communicate design strategy across business stakeholders  
31,000+ quiz completions to date to get screened for lung cancer. Work mentioned in Time Health, Huffington Post and other media outlets.

#### Health insurance customer activation

www.gethapi.org

Harvard Pilgrim Healthcare

Managed design delivery across creative, production, development and client partners to reinvigorate a classic brand  
Created content strategy, site map, information architecture, user journey and wireframes  
Produced content as CMS administrator and editor  
Increased engagement by 3% post launch

## Education

Columbia University  
Mailman School of  
Public Health  
Master of Public Health  
Health Policy and  
Management

University of  
Pennsylvania  
Bachelor of Arts  
Health Management and  
Finance, Biology

## Work Experience

### Senior Associate

PwC Advisory | London, UK | New York, NY

August 2012 - April 2017

#### Project

#### PwC Digital

#### Impact

Specifically hired as one of the first team members in PwC UK's new Customer and Emerging Technology practice because of unique combination of customer strategy and digital expertise

Grew the team to over 70 individuals over the course of 2.5 years

#### Private Health Insurance

Assessed and improved campaign operations for the largest private health insurer  
Led user research interviews, process mapping and employee performance data analysis

Created new processes for marketing operations with £1.3 M savings from identified efficiencies

#### UK Government Services Platform

Led the DevOps team of a large initiative to develop a platform to digitize local council services as result of budget cuts from austerity

Developed user stories, managed sprints, communicated status to other stakeholders and produced documentation in Confluence to enforce best practices

#### Local Council Digital Transformation

Managed the frontend product team of client content creators and consultant developers for a local council digital transformation project

Worked with organization stakeholders, product owners and third party developers to define business requirements and translate them to functional requirements

Created user stories, defined sprints, conducted user testing, reviewed completed items and communicated status with stakeholders

## Social Impact

#### Carbon Footprint

Developing a standard for the lifecycle analysis of food items. In addition, understanding how food purchasing behavior changes given knowledge of climate change impact.

#### Depression, Financial Stress and Race

Driven by the current COVID-19 pandemic and the huge financial impact, utilizing the Americans' Changing Lives Survey to understand the association between financial stress and depression. Furthermore, assessing whether depression disproportionately affects minority populations.

#### SNAP Online Purchasing Pilot

Researching potential of a single marketplace for federally funded food assistance programs with a focus on pre-prepared, nutritionally balanced meals to address food insecurity and promote better nutritional intake in low income populations.

#### Pan Asian Health Initiatives

Coordinated the production of a national health video on youth exercise through a \$75,000 grant application

Led the start-up multilingual HBV website www.vietbiet.net. Increased readership and outreach by 50%

Lobbied on Capitol Hill for better prevention, control and medical management of hepatitis B and C in support of proposition H.R. 3974 with a select team of 15 activist