

Design & Product Leader with 14 years of experience, solving complex challenges with innovative and strategic solutions with a proven ability to drive user-centricity across organizations and lead product vision and strategic initiatives.

Executive Strengths

Strategic Planning & Execution • Product Design • Cross-Functional Leadership • Training & Development • People Management • Healthcare Operations • Product Strategy • Service Design • User Research • Multi-Channel Experiences • UX Team Leadership • Lean, Agile & Scrum • Capacity Planning • Roadmapping • Value Proposition Testing & Validation

Professional Experience

Hinge Health • 2021–Present

Senior Design Manager, Product & Service Design

Direct a team of 7 designers across 3 business units, designing tools that assist in delivering patients care – building out internal CRM and EHR platforms to scale offerings that combine 15 internal products into one surface and evolved internal service design to meet patient needs.

Reports: 7 Direct • Cross-Functional Leadership • Strategic Planning & Execution • Operational Efficiencies • Cost Reduction

Rebuilt the product and service design team from scratch, including recruitment and hiring, onboarding and training, and executing ongoing performance management and development initiatives. Key OKRS Owned; Oversee the cost of goods and set a strategy for reducing operational expenses by 28% in 11 months and increase profit. Investigated high-actuarial risk patients to identify opportunities to reduce the cost of claims and increase ROI by 18% in 1 year. Supported new in-person care offerings, working to deliver care in the home or in office, scaling to five US metro areas in 2023.

Lead creative direction for combined EHR, CRM, and ticketing product for all of hinge healths providers (coaches, PTs, NPs, and MDs) product. Uncovering and prioritizing new opportunities for cost reduction and increased provider/member satisfaction. Collaborate with the engineering and product teams to create user-centered products. Pushing peers in engineering and operations toward forward-thinking products to decrease cost and increase revenue. Serve as an SME for healthcare within the organization – assisting with network or provider strategy, creating sales assets for products, and bringing expertise in clinical delivery to help translate what clinicians need in from the product org.

Selected Highlights:

- **Slashed the cost of goods by 28% over 11 months and increased patient and provider satisfaction** by setting a strategy to reduce costs by merging 15 tools into 1 active product for the clinical team,
- **Migrated the entire workforce** to a prioritized workflow, allowing clinicians to interact with patients in a streamlined and efficient manner – lowering the mental burden of selecting and improving patient and provider satisfaction reducing SLAs and lead times.
- **Developed improved planning and roadmapping processes**, increasing overall R&D team satisfaction by up to 80% and revitalizing an underperforming team into the highest-performing team with in R&D.
- **Skyrocketed ROI for high-risk members by 18%**, of 12 months increasing the number of expert medical opinions from 5 to 100 per month.

Alto Pharmacy • 2020–2021

Design Manager, Product & Service Design

Led a team creating human-centered processes and internal products that enabled patient experiences & drove efficiencies for 550+ front and backstage operations team members.

Reports: 6 Direct • Strategic Planning • Roadmapping • Policy Engineering • Cost Mitigation • Product & Service Design

Created vision for future internal products and service designs focused on cost savings opportunities across preproduction and production pharmacy. Executed a set of design graphics – mapping inefficient processes and partnering with the product and data sciences teams to quantify each opportunity in terms of cost savings. Overhauling failing teams, building a new team of 6 high-performing designers, and establishing recruitment, onboarding processes, performance management, and career development processes to increase team satisfaction and outputs.

Selected Highlights:

- **Identified inefficient processes and implemented** a streamlined cost structure that reduced costs by 50%, with a plan to reduce costs by another 25% in 2022.
- **Identified inaccurate prescription inventory data**, building a new inventory management and fulfillment platform from the findings that increased accuracy to 99.9% and decreased canceled shipments due to out-of-stock products by 99%.
- **Increased productivity by 10% for front-end developers and designers while** increasing product quality by building a design system function for both internal tools and patient applications.
- **Hand-selected to serve as the intermittent co-head of design for 6 months**, working directly under the founders to lead and enact change within the division.

Collective Health | 2015–2019

Design Manager, Employer Experience & Plan Operations

Managed a design team across employer/channel experiences and health plan operations product teams, responsible for keeping 40 engineers productive on complex products.

Reports: 3 Direct & 2 Indirect | Product Design | Strategy & Vision Setting | Executive Partnerships | User Experience

45th employee (second product designer) within the organization during a period of rapid growth, growing up to 550 employees and serving 250K insured lives – building an insurance company from scratch, working across member, payer, and internal operations experiences. Led the largest investment in software in company history while building a new medical claims processing tool. Oversaw claims analytics tools, including broker and employer-facing tools that delivered insights based on claims data to assist in decision-making and cost reduction initiatives. Lead all of 0-1 initiatives over first 4 years at Collective.

Conducted user research with a wide range of clients, including Directors of Benefits, CFOs, HR leaders, and brokers and consultants. Drove strategy and roadmap for the product portfolio through deep user insights and systematized marketing and operations data.

Selected Highlights:

- **Secured patent for the claim adjudication engine and user interface**, including 9 of 21 patent claims attributed to design.
- **Reduced manual work by 50%+ and reduced time spent on manual work by 49%** through the claims tool, allowing the organization to reduce future head count for the following year while expanding gross margin and total addressable market.
- **Reduced 1K page claims data reports to a single dashboard** by partnering with actuaries to identify best practices for displaying claims data, ensuring accuracy to discover insights, and showcasing data to clients programmatically.
- **Served as the go-to resource and SME across the organization** on member, product, and user experiences.

Early Career Experience

- **Design Lead**, Collective Health
- **Interaction Designer & User Research**, DesignIt (fka Cooper)
- **Experience Designer**, Moment Design
- **Assistive Technology** Consultant/Owner, TechLD.net

Additional Skills & Competencies

Skills: US Healthcare & Payer Ecosystem, Clinical Knowledge, Claims, Eligibility, Healthcare Billing, Financial Technology, Recruiting, Sourcing, Capacity Planning, Organizational Design, COGs reduction, Supply Chain, Warehousing, Market Management, Workforce Management & Prioritization, Process Design, iOS, Android, Web Applications, OKR Development

Patents & Design Awards: Patent: Routing Claims From Automatic Adjudication System To User Interface, Patent No.: US11,481,846B2, Issued: Oct.25, 2022; Finalist in IxDA's Interaction Awards 2017 for Collective Health's Member Experience; Honorable mention in Fast Company's Co.Design 2016 Design Awards

Community Involvement: Co-Chair of Service Design Network, San Francisco 2014-2018; Co-Chair of the IxDA 2014 and 2015 Student Design Challenge; Event organizer and a founding member of Service Design Network, NYC

Speaking & Teaching: Co-creator and instructor of Cooper's Design Research and Service Design courses

Education

Bachelor of Fine Arts (BFA) – Service Design
Savannah College of Art & Design, Savannah, GA