

OBJECTIVE

I am seeking a challenging and impactful Senior UX Designer or Principal UX role in the healthcare and health-tech space, one where I can apply my 23+ years of experience to shaping digital products that elevate patient and clinician experiences, improve care delivery, and drive meaningful, long-term outcomes for healthcare organizations.

WHAT MAKES ME DIFFERENT

I am a well-rounded UX consultant who has worked across the entire range of UX functions, from research to strategy, to requirements gathering, design, testing and implementation. I have managed onshore and remote teams and provided mentorship to other junior UX practitioners. I have led design workshops, presented, explained and defended design solutions to corporate leadership, product owners, SMEs and developers. I am a truly “full-stack” UXer.

STRENGTHS

- Specialize in UX/UI design across a wide range of industries, use-cases, and form factors.
- Experience collecting, analyzing and documenting user-based research.
- Experience with user testing on both live web applications and prototypes of varying fidelity.
- Integrate AI tools in my workflows where appropriate for a variety of tasks, including research and analysis and rapid prototyping.
- *Excellent* interpersonal and communication skills; able to tease out consensus from a diversity of stakeholders; cool under pressure. Able to translate technical concepts to a broad audience.
- Solid understanding of content strategy and its role in good architecture.
- Superb writing skills: experience writing proposals, requirements, presentations, messaging and design briefs, research reports, etc.
- Extensive experience creating iterative UX deliverables such as personas, user-flows, sitemaps and wireframes in a wide breadth of fidelities ranging from hand-sketches to highly interactive prototypes.
- Good understanding of the web development process: front- and back-end web technologies and best practices. Can code HTML/CSS and design with the limitations of these technologies in mind.
- Have created, contributed to and utilized design systems.
- Leverage AI tools to accelerate UX workflows, including research synthesis, rapid wireframing, and proof-of-concept creation.

EXPERIENCE

Tata Consultancy Services (TCS)

June 2021 – Current

Engagement Manager (UX Lead) - Multiple Projects

Pharmaceutical Benefits Management System for Cigna/Evernorth

Currently engaged in the designing of a highly complex business-critical application that will enable Evernorth's business clients to manage their own drug benefits plans, including Formulary, Medicare submission and tracking, Reporting, Claims Testing, among a whole slew of other capabilities which will be all new to Evernorth's clients.

Global E-Commerce Ecosystem Design for Henry Schein

Led a team of onshore and offshore UX practitioners in developing, refining and overseeing the UX implementation of a multi-billion dollar global medical e-commerce supply company that is currently undergoing a complete overhaul of its front- and backend systems.

My roles for both projects include:

- Engaging with the clients, business analysts and stakeholders and front-end development teams to create end-to-end user flows that align with a backlog of 3000+ design-related stories in the project management system
- Overseeing onshore and offshore UX resources to efficiently execute the design backlog
- Working with, enhancing, contributing and helping to manage evolving Figma-based design pattern libraries for each project
- Design screens, components, micro-interactions and animations, etc. as needed based on the established requirements

PwC Digital (Boston, MA)

February 2015 – May 2021

Senior Manager, User Experience

With PwC Digital I designed data-driven applications across a variety of sectors, including but not limited to Insurance, Aviation, Cyber Security, Risk Assurance, Legal, Energy, and Healthcare.

My role included:

- Engaging with cross-vertical teams of managers, business analysts, industry SMEs, and analytics experts to design interfaces that merge UX best-practices with state-of-the-art data visualizations. These prototypes provided a framework for telling stories around specific use-cases, datasets, business processes and goals, eventually serving as the de facto source of truth for the front-end development of the applications.

- Leading requirements sessions with the goal of designing apps that yield insights from our clients' various data sources with the goal of helping them to make better business decisions around such subjects as digital transformation, capital investment, and various process-improvement initiatives.
- Working with data specialists to create powerful, easy-to-grasp visualizations that exhibit the right "signals" from their data and suggest actionable outcomes.
- Leading the UX implementation oversight and working with remote development teams in an agile process to ensure a quality implementation of our app designs.
- Onboarding, overseeing and coaching any junior designers assigned to my projects.

Ingenta / Publishing Technology (Oxford, UK)

September 2012 – February 2015

User Experience Lead

Served as the UX Lead of this international content solutions company based in the UK. Specializing in the academic sector, Ingenta covers the publishing process from end to end with advanced enterprise production systems, audience development and content delivery software and services.

- Provided UX leadership on both domestic and international accounts, formulating and overseeing all aspects of UX strategy, design and documentation, implementation and quality assurance.
- Gathered and analyzed business, data, design, and technical requirements. Formulated actionable UX efforts to ensure an optimal user experience across multiple channels and contexts.
- Designed and/or enhanced the software's information architecture and UX; provide detailed visualizations in the form of wireframes, sitemaps, style-guides, interactive prototypes and other technical documentation.
- Led UX/IA design efforts to re-architect a desktop-based platform as a responsive, device-agnostic web-based solution.
- Conducted and analyzed user feedback on an ongoing basis; made recommendations to enhance the user experience and oversee the implementation of these enhancements.

Blue Cross Blue Shield of MA (Quincy MA)

January 2012 – September 2012

UX Designer (Contract)

Supported the lead IA and UX team to produce and enhance dynamic web solutions for BCBS's 2.7 million+ customers. Duties included requirements-gathering, project management,

heuristics evaluations, user-testing, site-mapping and creating both low- and high-fidelity prototypes. Designed a custom KPI system for the marketing team and a dental plan comparison tool for BCBS's brokers.

Embolden (*Pawtucket, RI - no longer in business*)

March 2000 – January 2012

Principal User Experience and Graphic Designer

Served for twelve years as lead designer/UX architect at this award-winning digital communications group. Played a vital role in growing the firm from locally-focused web design company into a full-service digital agency serving a robust roster of national clients.

- Led and oversaw Embolden's design team in the conception and creation of enterprise-level web solutions for businesses, nonprofits, foundations and educational entities;
- Led and participated in requirements-gathering efforts including interviews, brainstorming sessions with clients and the design team. Conducted competitor analyses; spearheaded client design presentations and discovery meetings.
- Created IA documentation including: user flows, sitemaps, low and medium-fidelity wireframes, content inventories, and design briefs.
- Project managed an abundance of projects: liaised with clients, managed budgets, created timelines, assigned and managed project resources.
- Translated finalized wireframes into beautiful and usable polished interfaces.
- Worked with the executive team to set company goals, internal processes, create policy, assess new hires, create development standards and branding strategies.

PRIMARY SKILLS & SOFTWARE

Design: Figma, Figma Make Ai, Sketch, Axure, Balsamiq, etc.;

Prototyping & Development: Figma Make (Ai), Invision, Miro, Zeplin, Jira

EDUCATION, MEMBERSHIPS & ACCREDITATIONS

- *The City University of New York*, BA in English, September 1988.
- *The American University of Rome*, Int'l Business and Italian Culture, 1987-1988
- *HS of Art & Design*, New York, NY, 1984
- Certificate in Project Management, *Bryant University, RI*
- Member, *Boston UXPA*
- HIPPA Certified (2026-2027)
- Member, *Interaction Design Foundation*
- *Interaction Design Foundation* - '[UX Management: Strategy and Tactics](#)'
- *Interaction Design Foundation* - '[User Research – Methods and Best Practices](#)'

THOUGHT LEADERSHIP / WRITINGS

My Articles: [Bootcamp UX on Medium](#)