

PROFILE

My passion for user experience stems from a deep sense of curiosity and empathy at the end user level. In the five years I have led the user experience efforts at Pursuant Health, my aspiration to delve deeper into the methodology and practice of human computer interaction has only grown stronger. My ultimate goal is to contribute my learnings and experience toward a world of workable technology - more specifically as it relates to healthcare.

PROFESSIONAL EXPERIENCE

PURSUANT HEALTH // DIRECTOR OF USER EXPERIENCE // JULY 2013 - PRESENT

As Director of User Experience at Pursuant Health, I lead strategic thinking, creative concepting, and engaging design efforts to construct intuitive, ubiquitous health platforms across multiple engagement channels. The user experience is developed with usability testing methodologies emphasizing the user journey, behavior patterns, task analyses, and cognitive walkthroughs in the retail environment.

PROCESS FLOWS ○ WIREFRAMES ○ PROTOTYPES ○ FUNCTIONAL SPECIFICATIONS
USER DISCOVERY ○ POST-LAUNCH ANALYSIS ○ USABILITY TESTING ○ HEURISTIC EVALUATION

Gamification Certification - Engagement Alliance // June 2014

FINELINE TECHNOLOGIES // GRAPHIC DESIGNER // OCTOBER 2011 - JULY 2013

As graphic designer at Finline Technologies, I led design and implementation for client artwork working with offset pressmen, HP Indigo operators, and die cut operators to ensure job accuracy and quality during prepress and production.

EXTRACURRICULAR

PINK BARRE STUDIOS // CERTIFIED FITNESS INSTRUCTOR // MARCH 2016 - OCTOBER 2017

ANGELA VARNER MEMORIAL // VOLUNTEER // JULY 2015 - PRESENT

GA TECH // HEALTHCARE DESIGN STUDIO PROJECT COLLABORATION LEAD // JANUARY 2015

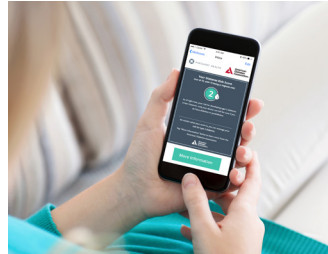
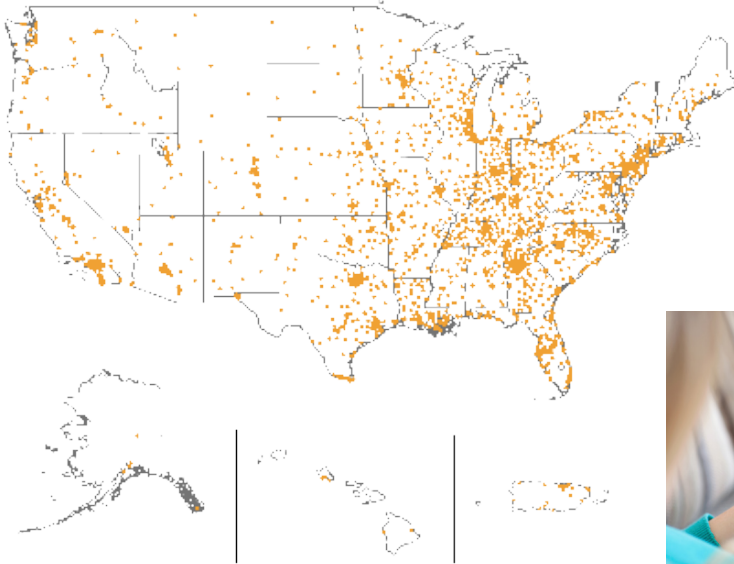
EDUCATION & ACADEMIC ACCOLADES

THE ART INSTITUTE OF ATLANTA // BFA GRAPHIC DESIGN - 2012 // MAGNA CUM LAUDE

ADDY AWARD // FEBRUARY 2011

STUDENT SHOW AWARD // MARCH 2011

DEAN'S LIST STANDING THROUGHOUT ACADEMIC CAREER



A nationwide network of over **3,600** kiosks located in Walmart Pharmacies (contracted to expand into **100%** of Walmart Pharmacies by 2018) provides free access to convenient, self-service health and wellness tools. Through an engaging and intuitive interface, users are presented the opportunity to take a blood pressure reading, measure weight and BMI, test visual acuity, learn their Health Age, and take the American Diabetes Association Diabetes Risk Test amongst others. Users can track and trend assessment and biometric data at the kiosk as well as on a free web platform.

From a population health perspective, eligible health plan members scan a reward card with a unique secure barcode at Pursuant Health kiosks in Walmart Pharmacies to launch health plan specific assessments and surveys including health risk assessments, diabetic retinopathy screening programs, and flu shot programs. Once a program is completed, a monetary reward is loaded to the card to spend at the very same visit.

Products and programs, including digital incentives, are currently in the planning and development stage. Additionally, in contracting with CVS for an initial Pilot Program in Fall 2017, programs will likely include offering of CVS incentives.

CURRENT INTERACTION STATISTICS

OVER 5 MILLION KIOSK ACCOUNT HOLDERS // OVER 170 MILLION KIOSK INTERACTIONS

PROFESSIONAL ACHIEVEMENTS

MARCH 2016

Pursuant Health Awarded NCOA Certification of Health Risk Assessment for "Health Age" Health Risk Assessment

NOVEMBER 2016

American Diabetes Association Diabetes Risk Test Launches in National Health Kiosk Network at Walmart Pharmacies

SEPTEMBER 2015

New Visual Health Risk Assessment Co-developed with Cleveland Clinic Wellness Provides Users with Their "Health Age"

AUGUST 2016

New Members of Anthem BlueCross and BlueShield's Hoosier Healthwise, Hoosier Care Connect and Healthy Indiana Plans in Indiana Take Health Risk Screening at Kiosks and Earn Reward

NOVEMBER 2017

Self-service Retail Kiosk Prototype with Retinal Screening Integration Unveiled with Pilot Locations Planned for Retail Pharmacy and Healthcare Provider Settings