

UX/UI Designer with 15 years of experience in design and tech solutioning with a focus on healthcare markets. Excels in leveraging marketing and business strategy from a UX perspective to drive user engagement and business growth.

"A master of her craft." - Heather Campbell, UX designer at Google

SKILLS

Low to high fidelity design and prototyping



UX/UI design



Figma, Adobe XD, Adobe creative suite



Art direction



Mobile and responsive design



User research and accessibility



Marketing and business strategy from a UX perspective



Front-end development (HTML, CSS, WordPress, jQuery)



ChatGPT and Claude

Replit

visual studio code

EMPLOYMENT HISTORY

MAY 2019 – JAN 2026

Senior UX/UI Designer, Geisinger Health System, Danville, Pennsylvania

- Pioneered the UX/UI design role as the sole UX Designer for Geisinger.org for over 6 years, playing a pivotal role in shaping the organization's public digital experience landscape through UX strategy, research, and UI design.
- Wore many hats and took on the role of UX designer, researcher, and strategist for an enterprise size site.
- Designed a design system and component library according to the org's rebrand in 2019.
- Reduced bounce rates with intuitive layouts and content strategy, increased leads and digital sales by always merging business goals with user goals, and increased traffic through UX/SEO strategy. (Specific metrics available in portfolio)
- Contributed to an accessibility rating of over 98 by making designs WCAG AA compliant at every turn and redesigning and leading the development of the site's navigation to be screen reader friendly.
- Led and executed the redesign of the Medicare Advantage section in 2020 after the whole team quit, significantly improving the user journey, and increasing digital plan enrollments by 80% with only the help of a project manager.
- Developed a new IA and content strategy which resulted in a big boost in organic traffic.
- Established UX processes and best practices which became the workflow for the new UX strategy team leading to a 300% increase in project turn around.
- Mentored and coached members of the new UX team.
- Translated complex business requirements into user-friendly design solutions in collaboration with cross-functional teams.
- Authored PBIs and worked with developers to bring my component designs to life.
- Branded third party apps with Geisinger branding, improved the look and feel, and wrote custom CSS to create seamless transitions for our users while using applications.
- Established long-term product vision for 65Forward, Geisinger Gold, and many other Geisinger offerings by coalescing user journeys with stakeholder goals to create synthesized user centric business strategies.
- Conducted targeted usability testing and synthesized findings into recommendations, resolving major task failures and improving task completion rates.

JAN 2016 – MAY 2019

Web Developer, Golden Proportions Marketing, Milton, Pennsylvania

- Developed clean, minimalistic WordPress themes with a focus on performance and adaptability.
- Utilized HTML, CSS, PHP, and JavaScript to customize themes and plugins, ensuring seamless functionality.
- Implemented SEO strategies and responsive design techniques to enhance website usability and accessibility.
- Collaborated with marketers and designers to align design efforts with business objectives and marketing strategies.

SEP 2014 – 2016

SEO Lead and Web Specialist, Geisinger PR Department, Danville, Pennsylvania

- Led SEO efforts for website overhaul, conducting keyword research and optimizing website content for search engines.
- Managed Google My Business pages, monitored web analytics, and implemented SEO improvements based on data analysis.
- Designed and coded web pages, HTML emails, and visual marketing content to support digital marketing campaigns.

JUN 2014 – JUN 2015

Front-end Developer and Web Designer, Sire Advertising, Selinsgrove, Pennsylvania

- Developed custom WordPress themes and interpreted web designs into responsive HTML/CSS layouts.
- Collaborated with designers and project managers to ensure design integrity and user experience consistency.

JAN 2012 – JAN 2014

Front-end Developer and Graphic Designer, ChangingMediaGroup, Baltimore, Maryland

JAN 2011 – MAY 2014

Front-end Developer, Design Coordinator, Graphic Designer, CRM & CMS Manager, BookYourCare.com, Torrance, California

EDUCATION

Bachelor of Fine Arts (BFA) in Interaction Design, Maryland Institute and College of Art