

EXPERIENCE

- Aug 2017 - Present** ● **Director of Design & Product Experience, Aledade - Remote**
Equipping Providers with everything they need to shift from fee-for-service to a value-based-care Accountable Care Organization (ACO).
- Feb 2017 - Aug 2017** ● **Product Manager & UX Owner, Carevive Systems - Miami, FL**
A cancer research app that helps build clinical workflows and patient engagement tools required to participate in cancer accreditation and value-based reimbursement programs. The app consumes and analyzes EMR and other clinical data sources with patient-reported health data, to support the patients' treatment, manage their symptoms, and survivorship needs.
- Mar 2016 - Feb 2017** ● **Director of User Experience & Product Management, Vetify LLC - Miami, FL**
Tech start up - comprehensive app ecosystem specialized in veterinary practice workflows
 - Product roadmaps, strategy and execution, acquired the buy-in from various stakeholders
 - Led engineering through product development life cycles (start - completion)
 - Responsible for all elements of execution, including outward facing materials for fundraising
- Aug 2013 - Mar 2016** ● **Clinical Product Manager | Lead UX Designer | Architect, CareCloud - Miami, FL**
Cloud-based comprehensive app suite - EHR, Revenue Cycle Management, and Billing software
 - Agile methodology based product design solving real world healthcare IT issues and workflows
 - UX related documentation, road maps, go to market strategy, product development life cycle (requirement gathering through post release), collaboration across departments, business/functional req. definition
 - Competitive analysis, stakeholder interviews, and client validation via qualitative and quantitative gatherings
- Jun 2012 - Aug 2013** ● **UX Strategist, BGT Partners (PriceWaterhouseCoopers) - Hallandale Beach, FL**
FPL, RCI, Museum of Discovery & Science, USG, Ryder, Carnival Cruise Lines
- Aug 2010 - Jun 2012** ● **Designer, SapientNitro - Miami Beach, FL**
Travelers Insurance, Listerine, Dodge, Jeep, Chrysler, Reach, Splenda and New Business pitching
- Aug 2010 - Present** ● **Freelance Tech Consultant**

EDUCATION

- Jun 2009 - Jun 2010** ● **Chicago Portfolio School, Chicago, IL**
Art Direction
- June 2004 - May 2008** ● **University of Florida, Gainesville, FL**
Bachelor of Science in Advertising, Art History Minor

SKILLS

- User Experience Strategy
- Design
- Personas
- Workflows
- Art Direction
- Stakeholder Presentations
- Benchmarking
- User Research
- Collaboration
- Problem Solving

PROGRAMS

- Sketch
- Creative Cloud
- Invision
- Pendo
- Slack