

Summary

Highly creative and accomplished user experience designer with a reputation for creating interactive and intuitive sites. Applies design industry knowledge and techniques to produce user-focused experiences that positively impact project teams, leadership, and meet the client's strategic goals and objectives. Develops and maintains excellent working relationships with team members, leadership, and success in managing projects from inception through deployment.

Applications

Prototype tools: Adobe XD, Proto.io, In Vision, Sketch
Project Management: Rally, Basecamp, RoboHead, Trello
Communication tools: Slack, Microsoft Teams

Work History

Florida Blue
Senior UX/UI Designer
2017 - Present

Entrepreneurial Spirit: Innovation award for Accumwise application

- Led the UX/UI design effort to create a digital solution that allows internal users and customers to view a high-level breakdown of their Accumulators in real-time.
- Partnered with other designers to connect applications with other domains, resulting in a seamless experience from one application to the other.
- Designed a Proof of Concept for customers to highlight how they use their benefits and suggestions on how they can efficiently spend their money.
- Designed a Proof of Concept for internal users that allows them to troubleshoot faster, thus reducing research time.

Solutions-Oriented: Reduced Customer Advocate call time through Medicare Chatbot

- Provided UX direction for the chatbot; responsibilities included creating user flows, dialog options, and mockups.
- Integrated technical flows and UI features that would be activated/alterd by machine learning algorithm scores that predicted a customer's likelihood to disenroll from their Benefits.
- Researched and designed a solution that would distinguish internal vernacular and customer vernacular, thus reducing negative results from the Chatbot. Results included the chatbot allowing Customer Advocates to field more than 1,000 calls an hour, after implementation (process improvement and increased efficiency).

Leadership: Lead Designer in creation and execution of the Benefit Narratives vision

- Partnered with the Business Director to identify business problems with the previous system.
- Designed a front-end template that would accommodate all Florida Blue products.
- Supervised the integration with the Connect of Connect, an internal application hub.
- Results included an overall 4 to 1 reduction in the number of applications internal users needed to access.

Process Improvement: Designed and supported the Benefit Administration Suite (BAS)

- Improved the time it took users to create a package in BAS from 8 hours to 45 minutes; results included greater efficiency in the ability to respond to changes coming to the Benefits team.
- Improved package build quality in BAS from an estimated 30 percent error rate to 0 percent, thus reducing payment mistakes to physicians and other vendors.
- Partnered with the project owner to create user stories, personas, user flows, site flows, decision trees, wireframes, and prototypes; interviewed users to understand gaps in the process in order to provide solutions.

Innovation: Created new ways to use technology for the company

- Partnered with technical leads and business/system analysts to determine the best approach in using machine learning to support business users.
- Created a road map to show how machine learning will solve the business's problems in the short and long term.

Mentor: Grew a culture of learning and collaboration

- Instructed developer and QA resources on UX/UI design principles and terminology; results included improved communication.
- Lead developer of round table meetings; results included increasing developer's skill set and cross-trained front and back-end developers.
- Lead UX/UI developer of Claims domain round table meetings to promote consistency in the user interface.
- Peer-reviewed colleague and junior design work.

Created and managed digital initiatives to support the Commercial Finance division.

- Lead designer of the first digital product for EverBank Commercial Finance that supported new brand guidelines.

- Designed and implemented a transactional portal for clients; results included greater efficiencies for the business unit, lower call volume, and more effective communication with clients.
- Pioneered the “white label” branding for EverBank Commercial Finance digital products.

Created and managed digital initiatives to support Mortgage Marketing.

- Partnered with Mortgage Marketing leadership in the redesign of the EverHome Mortgage website and multi-channel campaigns..
- Solely responsible for the management and maintenance of over 400 loan officer websites and developing new materials in a fast-paced, time-sensitive environment; streamlined creation and maintenance by over 80 percent through implementing process improvement and efficiency strategies.

Partnered with the Digital Analytics Manager to improve conversion rates for loan officer websites and supplemental web pages.

- Utilized SEO techniques that connected loan officer websites to their business location using Google tools.
- Utilized web analytics to improve the user experience for landing and product pages on the company website.

EverBank
Graphic Designer
2011 - 2013

Design and creation for multi-channel campaign initiatives that drove advancement in segmented markets.

- Designed trade show materials to support sales representatives and enhance company brand and product offerings.
- Collaborated with the sports-sponsorship leader to design materials for the Jacksonville Jaguars-sponsored products, stadium graphics, and show banners.

Instrumental designer in EverBank’s rebrand initiative.

- Lead designer for EverBank Wealth Management flagship brochure.
- Lead designer in the rebranding initiative for EverBank Commercial Finance print materials.

Wolson Design
Owner
2011 - Present

User Experience Designer (St. John & Partners)

- Concepted, designed, and developed HTML5 banner ads for a Zaxby’s website takeover campaign.
- Designed the homepage heroes for a Florida Prepaid college enrollment campaign.
- Created the website architecture and designs for Cathedral Ridge Winery website redesign.

Education

BFA in Graphic Design, Savannah College of Art and Design

Professional Org.

AIGA - Web Chair, January 2014 – January 2017

Awards/Recognition

GuideWell Innovation award winner 2020