

Melissa Duckworth

USER EXPERIENCE DESIGN MANAGER

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SUMMARY:

A design leader passionate about building highly cooperative teams that feature designers with diverse experiences and complementary specialties. Focused on maintaining the creative capacity of the team while executing business goals and providing demonstrable design ROI. An advocate for Lean UX in Agile environments, User-Centered Design mindset, as well as incorporating Design Sprints into the SDLC to improve requirements gathering, stakeholder buy-in, and whole team collaboration.

Notable success designing for complex enterprise systems, employee applications, and highly-regulated HealthIT products. Has led design for more than 20 mobile apps and 12 enterprise applications that went live to market, as well as numerous R&D/concept projects. Having first-hand experience of a variety of company structures, understands the particular needs organizations have at different stages of design maturity and scale: from bootstrapped startups to multinational corporations. Experience pitching concepts and presenting progress to C-level executives at Fortune 10 companies.

EXPERTISE: *Creative Direction ~ Design Process Management ~ UX Design for Mobile apps
UX Design for Enterprise Applications ~ Innovation and Emerging Technology R&D
User Research and Assumption Validation Testing ~ Qualitative Usability Testing Methods
Wireframing, Prototyping, and Design Documentation ~ Facilitation of Design Sprints*

EXPERIENCE SUMMARY:

DRFIRST: HEALTHCARE TECHNOLOGY	UX Design Manager	2018 - Present
MADDOG TECHNOLOGY	Principal User Experience Designer	2015 - 2018
UNITEDHEALTH GROUP, OPTUM TECHNOLOGY	Lead UX Designer	2013 - 2015
GENERAL MOTORS	Senior UI/UX Designer	2012 - 2013
COMPUWARE CORPORATION	Emerging Technology Designer	2009 - 2013
BIRMINGHAM/BLOOMFIELD ART CENTER (BBAC)	Instructor, Graphic Design	2010
CRANBROOK SUMMER ARTS INSTITUTE	Instructor, Digital Art	2009
INSIDEOUT LITERARY ARTS PROJECT	Lead Graphic Designer	2008-2009
ROSETTA SOLUTIONS (SETTLE BOOK COMPANY)	Project Manager – netGalley	2007-2008
ICS SUPPORT INC.	Marketing Coordinator (Microsoft Dynamics NAV)	2006-2007
EASTERN MICHIGAN UNIVERSITY, STUDENT MEDIA	Editor-in-Chief, Cellar Roots	2003-2006

INNOVATION AWARDS:

UnitedHealth Group, Hemsley Innovation Challenge | Winner, Intelligent Urgency category | May 2014
General Motors, GM IT Innovation Challenge | Winner, North American region | Nov 2013
Compuware, “iDay” Employee Innovation Competition | Finalist, Mobile App category | Oct 2012

EDUCATION:

MFA, 2D DESIGN | Cranbrook Academy of Art | 2009
BA, IND. STUDIES (Arts Management, Creative Writing, Cultural Anthropology) | Eastern Michigan University | 2005

PROFESSIONAL EXPERIENCE:

DRFIRST, HEALTH IT SOLUTIONS | Rockville, MD (remote) | User Experience Design Manager | 2018–Present

DrFirst pioneers software solutions that provide real-time access to patient data, improve communication and collaboration at the point of care, and enhance doctors' clinical view of the patient to help drive better health outcomes. At DrFirst, I supervise a team of internal and freelance designers supporting 12 mobile and enterprise products. My focus is on building consistency across products and tackling substantial design debt for legacy products, while simultaneously facilitating the development of new products and features.

Products: [Backline Messaging \(SaaS, Android, iOS\)](#) [Rcopia \(SaaS\)](#)
[iPrescribe \(Android, iOS\)](#)

MADDOG TECHNOLOGY | Birmingham, MI | Principal User Experience Designer | 2015–2018

MadDog is a technology incubator and VC founded by Peter Karmanos in 2014. Directed design activities and UCD process for MadDog's group of technology startups. Identified new feature opportunities and managed strategic design pivots in response to integrated user feedback. Led a team of internal designers as well as facilitated work from freelance contractors as needed. Helped multiple tech startups go from concept to launch to realizing rapid growth.

Key Accomplishments: Led the iterative design of Resolute Building Intelligence, a system that allows building operators to reduce energy and operating expenses, prioritize capital expenditures, and improve performance data visibility. The IoT technology seeks to disrupt the \$22B energy management industry.

Wore many hats in the Agile, start-up environment. In addition to managing product and interface design functions, also handled marketing, presentation, and event design work.

Products: [Resolute Cloud v.2/3 \(SaaS\)](#) [Lenderful \(SaaS\)](#)
[Deliver My Ride \(SaaS\)](#) [ScrapPost \(SaaS\)](#)

UNITEDHEALTH GROUP, OPTUM TECHNOLOGY | Southfield, MI | Senior User Experience Designer | 2013-2015

UHG is a Fortune 10 company; the largest provider of health insurance in the country, with over 185,000 employees and \$130B in revenue. As lead designer for multiple projects, responsible for defining the experience and interface vision for 6 concurrent Agile workstreams while supervising the work of the junior designers assigned to each. Emerging Technology projects included telehealth remote monitoring via connected devices, advanced OCR to improve health literacy rates, advancing mobile opportunities, and augmented reality concepts.

Key Accomplishments: 2014 Hemsley Innovation Challenge award in the *'Intelligent Urgency'* category; concept was greenlit for production and released later that year.

Received NAC Security Clearance (2014) for work on government contracts.

Managed ongoing interface improvement designs for the UHCMilitaryWest (Tricare) portal, serving approximately 3 million active-duty military members and their families (\$4Billion in annual revenue).

Conducted quantitative research (time study) to identify interface productivity opportunities within the Pega Call Center system. Simple workflow and interface changes as a result of the time study yielded immediate design ROI: reducing 40% of incoming calls by thirty seconds (:30s) or more. Given the scale of UHG's call centers, this amounted to significant operational savings.

Products: [UnitedHealthcare Beacon \(mobile web\)](#)
[UHC Militarywest Beneficiary Portal \(SaaS, retired\)](#)
[Telehealth Monitoring System \(SaaS\)](#)
[Apex/Acet Call Center Systems \(enterprise employee system built with Pega\)](#)
[Health4Me – integration for Tricare beneficiaries \(iOS, Tricare features retired\)](#)

General Motors is a Fortune 10 company producing vehicles in 37 countries under twelve brands. As a consultant from 2010-2012, ideated and helped launch the initial suite of GM mobile apps, and developed the design processes for Compuware’s GM MCoE and ‘Nomad’ development teams. Insourced in 2012 to work for GM directly. Collaborated with executive stakeholders to develop requirements for continued improvement of the apps while reproducing the successful design processes of the ‘Nomad’ team for the new internal Mobile App Development group. Developed UI/UX best practices, modifying Agile/Lean UX philosophies to fit the GM scaled environment.

Key Accomplishments: Winner of the GM IT Innovation Challenge (North American Region)

Led redesign for the dealer workbench system, which serves all North American dealer associates. Mobilized the workbench enterprise productivity apps (Service Menu and Inspection Toolkit, Dealer Sales Assistant, Employee Launchpad and Employee App Store), developed Dealer Training modules (CUE system), Enterprise Data Warehouse initiative (Analytics Dashboards), and GlobalConnect (Dealer Portal System).

Products:	Mobile applications: GM Showroom apps (retired) GM Field Product Reporter (retired) GM Service Workbench (retired) GM Multi-Point Vehicle Inspection (M.P.V.I.) (retired) GM Fleet Guide (retired) GMC/Chevy Business Elite (retired) GM/Chevy Trailing	Web applications: GM GlobalConnect GM Launchpad v.1/2 GM GlobalConnect Employee Workbench GM Production Counts
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As Visual Designer (2009-2011) responsible for supporting the R&D group in developing new analytic visualization strategies and skunkworks projects. Ideation on mobile as an emerging technology in 2009 led to the creation of the first mobile apps for GM.

Promoted to Mobile and Emerging Technology Consultant (2011-2012) in the Compuware Professional Services Group. Consulted for high profile external clients as an SME in emerging technologies, gamification, and mobile strategy. In this role, developed POC prototypes for events such as the 2013 NFL Super Bowl, the 2012 Woodward Dream Cruise, the Detroit Thanksgiving Day Parade, MakerFaire Detroit, and more.

Key Accomplishments: Creative Lead for the “GM Mobile Center of Expertise” Led UI/UX for Mobile projects for GM (2011), helped define mobile design best practices and certification standards for all enterprise and consumer-facing mobile development at GM.

The GM MCoE developed the first native mobile apps for General Motors, including the original Chevy, Buick, Cadillac, and GMC Showcase apps, and the myOwner apps (myChevy, myGMC, etc.) Helped develop the Cadillac CUE training app for iPad to train Dealer Sales staff on the CUE system. Originally intended as an employee training tool, the app was repurposed as a consumer-facing app and included (along with an iPad) with every Cadillac purchase that year, receiving significant press at the time.

Finalist in the first Compuware Innovation Day competition.

Products:	Mobile applications: GM MyOwner Apps (retired) GM Showroom Apps (retired) Cadillac Cue training iPad App (retired) Compuware APM Mobile (now Dynatrace Synthetic Mobile)	SaaS products: Compuware Cloudsleuth (retired) Compuware Vantage APM
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