

Mary E Pouleson

Senior UX/Product Designer

Contact:

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As a mission-driven Senior UX/Product Designer, I believe that design has the power to improve people's lives and make a positive impact in the world. With extensive experience in designing web platforms, mobile apps, progressive web apps, and complex telehealth platforms for both small and large companies, I approach each project with a user-centered focus, utilizing a rigorous UX process to create solutions that not only meet the needs of the user, but also align with the company's mission and values."

Experience:

Senior Lead Product Designer (Freelance) | ME Designs | Present

Senior Lead Product Designer (contract) | Kaiser Health | March 2022 to August 2022
IOS & Android Patient Management Healthcare App

I led the UX/ Product design process to merge two internal mobile healthcare applications for a more holistic user experience for 50,000 members of the Kaiser Health ecosystem. We combined members' monitoring device usage and trends with education and social support for a personalized experience for them to manage their health conditions. In addition, we created a design system for this product based on Kaiser's flagship application.

- Conducted user research, analyzed data, and used it to inform design decisions crucial to creating a personalized product that meets members' needs.
- Used AI to enhance the member's health journey
- I led strategy sessions for the user experience roadmap for app.
- Helped to create new Design System for IOS & Android for a new mobile application based on existing design systems for Kaiser's flagship app and new branding.
- Worked closely with a cross-functional team, developers, product managers, leadership, and researchers, to bring the product to market.

Director of User Experience | Curve Health | January 2021 to January 2022

Senior UX/Product Designer (contract) | Curve Health | October 2020 to January 2021

Telehealth Web Platform and Mobile | EMR Integration | Predictive Care Dashboards | Data Visualization

I led Curve Health's user experience, a mission-driven early 0-1 start-up in the health tech space that focused on empowering care providers to treat senior patients living in nursing homes in place, even under acute conditions that would otherwise require a transfer to the emergency room.

- Utilized design thinking & data analysis to lead the cross-functional team in workshops and design decisions.
- I conducted user research, created personas, customer journeys, empathy maps, and user flows, ideated and prototyping, and worked on usability testing to ensure that the final product met the user's needs.

Skills:

- User Research
- User Data Analysis
- Data-driven Design
- User Flows
- Journey Maps
- Design Thinking
- Facilitate Workshops
- Data Visualization
- Design Systems
- Strong Visual Design
- Cross-functional Collaboration
- AI Integration
- Communication
- Leadership
- Design Critiques
- Adaptability
- Project Management

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Experience (cont.):

Director of User Experience | [Curve Health](#) | January 2021 to January 2022

- I analyzed user data to gain awareness/insights on the product's strengths and limitations relative to market/consumer trends, market opportunities, and, more importantly, user experience.
- I worked with the Predictive Care Dev team to add value to the user experience for users' dashboards and reporting metrics.
- Collected, analyzed, and interpreted patterns within users' usage data to make suggestions about data visualization approaches to have more user engagement with dashboards.
- Lead role in the creation and execution of product UX strategies and collaborate with cross-functional team to make decisions on the future product roadmap.

UX Manager | [Attain, LLC](#) | June. 2017 to January. 2020

Lead Senior Product Designer | [Attain, LLC](#) | Aug. 2016 to June. 2017

I supported the Defense Health Agency's (DHA) Web & Mobile Technology Branch (WMT) within the Department of Defense in their efforts to provide effective digital healthcare tools for improving the overall well-being of active duty service members, military families, veterans, and healthcare professionals.

- I was the UX Lead for conducting user research, analyzing user data, and using it to inform design decisions for creating 40 digital healthcare products.
- Design System creation for a user interfaces mobile app template for the development team.
- I was the UX lead of the innovations team for developing digital healthcare prototypes and products utilizing new technologies such as Progressive Web Apps (PWAs), Virtual Reality, AI, Data visualization, Machine learning, and IoT wearables.
- Design and deliver information architecture, wireframes, user personas and journeys, and prototypes optimized for a wide range of devices and interfaces
- Lead role in the creation and execution of product UX strategies and collaborate with cross-functional team to make decisions on the future product roadmap.
- Conducted over 40 usability testing strategies, and plans based on product owner's requirements and user needs, facilitated usability testing, and reported qualitative/ quantitative usability test findings and UX recommendations.
- Provide practiced, constructive art direction to junior UX designers and guide software engineers to follow the road map of documented user experience.

UX Designer | [Gaudenzia](#) | Aug 2009 to July 2015

Art Director | [Alpha Advertising](#) | April 2006 to July 2009

Art Director/ Outreach | [Easy Does It, Inc.](#) | Jan 2001 to Jan 2006

Senior Graphic Designer | [Loafer's Choice](#) | Nov 1989 to Dec 1991

Graphic Designer | [Centre Daily Times](#) | May 1987 to Oct 1989

Education:

Penn State University, University Park, PA | 1984-1989 | Graphic Design

Reading Community College, Reading, PA | 2006 | Informational Technology

General Assembly UX Immersive | 2015 | User Experience