

Qualifications Summary

- Built the Participant Engagement team at Evidation Health as the inaugural hire in this role to its present state of 10 FTEs and 30+ contractors. Coached and mentored early career UX and engagement specialists.
- Constructed support help centers from scratch for internal (employee) and external (customer) education to support multiple large clinical research studies. Authored and templated articles, user experience flows, and information architecture.
- Worked directly with the Head of Product and Design at RestoreHealth to conduct user interviews, user testing, and continuous feedback loops with current patients to improve company's proprietary app.

Career Experience

Hero Health, Inc, New York, NY | Sr. Manager, UX Writing & Product Content Strategy **2021 - present**

- Worked cross functionally with engineers, project management, product managers, and marketing team to develop style and tone guides for medication management tool.
- Developed chatbot informational flows, authored FAQ articles, and developed voice scripts for international member experience team.
- Authored in-app copy, on-device instructional copy, patient instructional materials, and member support correspondence delivered via SMS, email, and push.
- Worked alongside the marketing team to co-author refreshed branding guidelines and applied them across product features - working directly with UX designers, software and hardware engineers.
- Utilized behavioral health background to tailor patient outreach cadence and tone to optimize patient success.

Evidation Health, San Mateo, CA | Manager, Participant Engagement **2017 – 2021**

Executed quality leadership in directing a team of 10 Participant Engagement team members and 30 contract Clinical Research Coordinators, establishing the design of educational materials and strategic participant communications during research studies. Surpassed organizational expectations in achieving organizational goals, receiving multiple promotions from a Study Support Specialist to Associate Manager of Clinical Study Operations and then Manager of Participant Engagement.

- Effectively delivered industry leading study participant experiences, fostering teamwork across organizational levels in meeting research objectives.
- Achieved and maintained a 90% CSAT score team-wide through exceptional and empathetic patient outreach practices.
- Reduced ticket volume by 30% through implementation of patient FAQ chatbot and internal information center (Zendesk).

RestoreHealth, Palo Alto, CA | Health Coach **2015 – 2016**

Maximized patient communications utilizing streamlined onboarding procedures in ensuring consistent care. Conducted analysis of laboratory results, leveraging data in coordinating patient education focused on biomarkers of metabolic syndromes.

- Orchestrated the creation and delivery of a variety of patient education content related to habit modification of nutrition, exercise, stress management, and sleep hygiene.

JumpStart MD, Peninsula and South Bay, CA | Nutrition Counselor/Member Care Coordinator **2012 – 2015**

Cultivated relationships with a diverse range of clientele, promoting effective health outcomes through nutrition, fitness, stress management and weight loss support. Initiated a ketogenic approach for care based upon physiology,

pharmacology, and psychology. Established key oversight for administrative services throughout several office locations, promoting high quality care and response to client needs in a timely manner.

- Formulated patient consultations based upon assessment, utilizing vital checks, laboratory results and subcutaneous injections aligned with treatment plans.

Additional Career Highlights

Caravan Health (remote) | Master's degree practicum experience (2020)

- Designed surveys, interviews, and focus groups for internal initiative to improve the UI/UX of new product offering for ACO (Affordable Care Organizations) within Caravan Health's nationwide network of providers.

San Francisco Department of Public Health, San Francisco, CA | Public Service Aide/Long Term Care Facility Outreach Coordinator (2011 – 2012)

Education and Certification

Master of Public Health, Health Policy and Management, *degree expected 2022* | University of California, Berkeley

Bachelor of Science, Clinical Nutrition, Minor in Women and Gender Studies, 2010 | University of California, Davis

Certified Patient Experience Professional (CPXP) | Patient Experience Institute, 2019