

EMILY RUNNING

UX / UI DESIGN MANAGER

Strategic UX/UI design leader and innovator with 15 years of experience. Known for delivering exceptional customer experiences in leading high-performing teams from concept to launch across healthcare, lifestyle, finance, and energy & utility industries.



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EMPLOYMENT EXPERIENCE

APRIL 2024 - PRESENT

Sr. Principal, Design Lead / West Monroe / Remote (Metro Boston) & Client Site

APRIL 2021 - MARCH 2024

Principal, Design Lead

Business and technology consulting firm specializing in digital transformation. Lead design teams, enhancing client's user experiences and delivering impactful digital solutions.

- Drive user-centered design through user research and workshop facilitation throughout the design process to ensure projects adapt to and grow with the evolving needs of all stakeholders while championing developers.
- Integrate emerging technologies such as OpenAI, Figma, Miro, Maze to drive innovative design solutions, improve work process and impact user experiences.
- Lead, mentor, hire and retain junior product designers, UX researchers (8+ designers and researchers) by fostering a collaborative environment, providing clear vision while encouraging ownership. Co-lead, *Women In*, engaging the next generation of (Women Leaders).
- Contribute to business development securing \$5M+ in client engagement work (over the last 3.5+ years) by participating in pursuit teams and delivering high-value design solutions to existing clients and expanded project scopes.

Client | Allina Health | 28 Month Engagement | *Enhanced patient outcomes for a large nonprofit health system in MN by redesigning digital experiences, including reimaged online scheduling and new ways for patients to access care.*

- Revitalized struggling relationship doubling engagement fees (from \$500K to \$1.2M) through strengthened collaboration and delivery.
- Led patient experience design initiatives including; new online scheduling experiences and how patients receive care, overhaul of their design system, updates to user experiences to all 4 of their native apps, plus launched their new Cancer Connection app defining KPIs for improved patient outcomes.
- Facilitated extensive UX research (1:1, focus groups) and built unmoderated testing via Maze plus led co-creation design thinking sessions & analytics to inform iterative design decisions.
- Managed 4 junior Product Designers and 1 UX Researcher.
- Increased online scheduling and care options by 80% which puts Allina Health on track to save \$1M over the next 3 years. Increased Native App (store) scores by 25% which has led to 20% increase in NPS, 250+ downloads of new app.

Client | National Grid | 9 Month Engagement | *Addressed supply chain disruptions for one of the largest multi-jurisdictional electric and gas utilities in the U.S., that exposed inefficiencies in their material and inventory management by developing a user-centric tool. Improved user experience, ensured data accuracy, and aligned with internal processes, helping to enhance operational efficiency and resiliency.*

- Led product road mapping and strategic planning efforts, utilizing in-depth UX research through interviews and on-site ride-along (s) to develop personas (Demand Planners, Storekeepers, and Distribution Managers) and journey maps.
- Collaborated closely with stakeholders, product, and development teams to design a custom tool addressing pain points that off-the-shelf solutions could not solve.
- Developed a refreshed design system that served as a model for National Grid, introducing new custom colors, fonts, and components, guiding future internal tool design and consistency.
- Managed 5 designers | 2 designers / UXR + client's 2 designers and 1 UXR
- Increased trust of the data by 75% by users embracing the tool to better forecast materials (vs 10% previously).

Client | ACA Group | 6 Month Engagement | *Redesigned a compliance application with a more intuitive interface, improved data accuracy, and simplified workflows for efficient task management.*

- Conducted extensive research (interview 30+ personas, unmoderated testing) / analysis alongside collaborating with Stakeholders, Product and dev team to inform design direction of new dashboard, flows, and control center through high-fidelity prototypes and establishing a scalable design system.
- Directed 4 designers | 2 internal junior product designers + client's 2 product designers
- Engaged and excited users (Compliance Officers and everyday employees) by 80% about the user experience changes (for yearly Compliance Training) but need it to be a seamless experience through UX research testing and design overhaul.

Aug 2017 - April 2021

UX / UI Senior Designer / Aetna (The Agency, CVS company) / Wellesley, MA

Insurance payer focused on improving member health outcomes – Led UX design for tier one web experiences & app at Aetna, collaborating with cross-functional teams to define and design breakthrough user experiences (Aetna.com, Aetna Medicare, PayFlex, Attain Fitness app).

- Collaborated with product managers and developers to ensure seamless implementation of design solutions.
- Built and oversaw Aetna's design system in conjunction with building new AEM platform.
- Conducted detailed UX lab in person and remote (UserTesting.com) usability testing, identifying critical areas for improvement and implementing data-driven design iteration.
- Oversaw and mentored 2-4 junior designers (depending on project), that cultivated professional growth and design excellence.
- Wireframed and prototyped, ensuring alignment with business goals and user needs, resulting in cohesive and intuitive designs.
- Boosted user engagement, 20% increases in CSAT through innovative design solutions.

Aug 2015 - July 2017

Co-Founder & Creative Director / Paper & Pixels / Lucern, Switzerland

Design Agency delivering tailored solutions including UI/UX and branding solutions for expat businesses to address the unique challenges faced by expatriate small business owners in Switzerland where I founded and co-led the design studio.

- Created responsive websites and cohesive brand identities, enhancing client visibility and engagement.
- Built entire identity kits including logos, typography, and color schemes, achieving consistent brand representation across mediums.
- Implemented design strategies that elevated client satisfaction and business growth.

February 2014 - July 2015

UI Designer / DealerRater (Subsidiary of Cars.com) / Waltham, MA

Leading consumer review platform for automotive dealerships, enabling customers to search for dealerships, read and write reviews where I redesigned DealerRater.com, enhancing both customer and client interfaces.

- Translated stakeholder requirements into effective wireframes and prototypes that were tested by users.
- Developed & created photo-sharing mobile app, LotShot, for car dealers.
- Created designs for A/B testing, leading to measurable user engagement improvement.
- Increased registered users and client engagements by 25%, generating \$2.5 million.

2013 - 2014

Sr Designer / Curriculum Associates / Billerica, MA

Provides technology-enabled assessment and instructional programs primarily for elementary and middle school students where I designed interactive and print materials for i-Ready brand, enhancing user engagement and experience.

- Created home page assets, landing pages, and web banners, driving measurable traffic increases.
- Developed assets for sales websites and partner sites, contributing to significant lead generation.

2011 - 2013

Sr Designer / Page Sargisson Jewelry / NYC, & MA (Remote) Boston, MA

- Developed style guidelines and managed design tasks, boosting online and email engagement.
- Led redesign of www.pagesargisson.com, driving a 30% increase in website and store sales.
- Enhanced user experience through strategic design, resulting in measurable sales growth.

2010 - 2011

UX / UI Lead / Pear Jewelry / NYC, NY

- Directed UX strategies and functional specifications, enhancing UX and transaction ease.
- Led art direction, setting photography standards, new composition concepts for advanced visuals.
- Developed user-focused features, simplifying the transaction process to boost sales.
- Supervised a team of 7 creatives and technical staff, ensuring project alignment and timely delivery.

SKILLS

UX Design Direction / Vision
Design Team Leadership
Design Systems
Usability
Cross Team Collaboration
Product Road Mapping
Product Strategy
Accessibility
Customer Experience

TOOLS

Figma, Sketch, AEM, Miro,
Google Analytics, Maze, Adobe
Creative Cloud

AWARDS

2023

Sequoia Award / West Monroe
Commitment to the next
Generation of Leaders

EDUCATION

UX

General Assembly

Graphic Design

Museum of Fine Arts, Boston

Photography

Speos Photography Institute, Paris

BA, Business, Marketing

Marquette University, Milwaukee