

Katianne Pechauer

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Experienced designer seeks a position creating engaging, user-centered experiences and interfaces while contributing knowledge of design methodologies to improve internal practices and customer experiences.

WORK EXPERIENCE

Qualia Health (Start-up), Chicago, IL

Product and Design Lead | May 2014 – Current

- Designed and executed user research studies using a variety of research methods including: mobile surveys, passive quantitative data collection, phone interviews, in-home informational and ethnographic interviews, closed and open-ended online surveys, focus groups, usability tests and longitudinal studies
- Used research findings to iterate on existing digital products and develop new concepts for future development
- Fostered cross-functional team collaboration in using research findings to move forward in developing new requirements, principles, concepts, and identifying constraints
- Lead the development, testing, and launch of several digital products
- Conducted competitive analysis and ongoing healthcare industry research

PROJECTS

- *Qualia MEDCap* | Design and UX lead for iOS app development
- *Lincoln Park Village Longitudinal Usability Study* | Project lead
- *Qualia Health Check* | Project lead for iOS app design and development
- *Qualia Plus* | Project lead for iOS app design and development

EffectiveUI, Denver, CO

Senior User Experience Designer | June 2015 – July 2016

- Guided clients in design and execution of new digital products.
- Planned and conducted customer-insight research, usability studies, analysis, and synthesis using qualitative and quantitative methods
- Communicated findings in the form of journey maps, personas, and written reports
- Conducted secondary research, articulated findings, principles, new concepts and opportunities to assist in sales efforts
- Used quantitative research methods to create benchmarks and UX Key Performance Indicators to measure project success
- Responsible for interaction design definition, direction, and execution

PROJECTS

- *TIAA* | Lead UX designer on 6-month rebrand and website redesign
- *Trizetto* | Senior UX designer for health insurance portal design
- *Securian* | UX researcher on life insurance enrollment usability study

UnitedHealth Group, Minnetonka, MN

Human-centered Service Design Strategist Intern | Summer 2013

- Lead 10-week research project to understand the experience of first time health insurance users
- Developed and executed recruiting plan, screeners, discussion guides, and interviews
- Managed schedule, research activities, and budget for project
- Partnered with organization leaders in IT and Marketing to understand institutional needs and access opportunities for innovation
- Used human-centered methods to conduct research, analysis, and syntheses
- Identified un-met customer and market needs to create new service concepts and business strategies
- Presented final findings, recommendations, and new service concepts to organizational stakeholders

MEMBERSHIPS AND HONORS

- Beta Gamma Sigma International Honor Society for Business Students 2014 – Present
- Graphic Design USA American InHouse Design Award 2010
- AIGA Member 2007 – Present
- Steven Kolton Award 2008

CERTIFICATIONS

- NIH Protecting Human Research Participants (PHRP) Certification

EDUCATION

Illinois Institute of Technology
Masters of Design Institute of Design
MBA Stuart School of Business
Graduated with Honors May 2014

The Illinois Institute of Art
BFA in Graphic Design
Graduated with Honors June 2008

DESIGN TOOLKIT

Skills

- Human-centered design
- Research study design and execution
- Online/remote research
- Longitudinal research studies
- Usability testing
- Analysis and synthesis methods
- Insights and requirements development
- Mobile app design
- Information architecture
- Communication design
- Interaction diagramming
- Business and design strategy
- Innovation research and planning
- Project and team management
- Product planning
- Wireframing/Prototyping