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| **Casey M Addy**  I make digital work to its potential for people and businesses. I show how easy it is to create powerful ecosystems that make people and businesses succeed. Over the last 15 years, I’ve successfully used my talent to make the world a better place. | |
| **Work experience**  **User experience strategist & team lead**  **Harvard Pilgrim Health Care, 2020-2024**  Serving on the enterprise design team, I maximized the experience for customers while also minimizing digital operating costs.   * Success: led strategic delivery of dozens of products on time & on budget, including two large rebrands * Add revenue: led multiple initiatives to increase business value to customers by over $500m * Cost savings: delivered roadmaps to save the company over $100m in streamlining design & development via a product ecosystem * Efficiency: sped up the process of creating designs & writing new content by up to 300% * Operations: created an enterprise model for dozens of teams to request design & research work * Build a team: brought together design & research employees to create one unified experience team  **Senior user experience & accessibility designer** **ActiveHealth Management, 2017-2020**  Serving on the enterprise design team, I maximized engagement in employee wellness programs while improving operations to reduce compliance risk.   * Success: led delivery of dozens of products & enhancements while also reducing compliance risk by 70% * Engagement: led the inclusion of gamification techniques to improve engagement by 25% * Efficiency: sped up the process of creating designs & code by 50% with code components in a design system * Leadership: created new ways for designers, developers & content writers to minimize compliance risk  **User experience specialist, research & design** **Sandia National Laboratories, 2015-2017 (contract)**  Serving on the Corporate Communications team, I improved communications, designs, and operations of their corporate intranet.   * Success: led research approach for dozens of products to make government workers up to 50% more efficient * Efficiency: sped up the process of creating usability reports by 33% through the use of new templates * Leadership: led the inclusion of accessibility & mobile-first design into design standards & design system  **Interface design specialist** **State Farm, 2012-2015 (contract)**  Serving on the enterprise digital team, I made it easier for customers to purchase insurance products and improve internal business operations.   * Success: led delivery of dozens of products & enhancements * Efficiency: sped up the design process to create design specifications by 30% * Leadership: led the inclusion of new design components to employer & customer design systems * Build a community: brought together a team of six designers to become a design community  **Additional relevant achievements & experience** In my previous roles, I have brought success to companies with my knowledge on digital & customer experience.   * Efficiency: created a design system & code library for a major printer company * Success: Led design strategy & execution of a student-run gaming company into an award-winning content platform   **Education**  **Master of Science, Human-Computer Interaction/Design**  Indiana University  **Bachelor of Science, Computer Science**  Rensselaer Polytechnic Institute  **Bachelor of Science, Electronic Media, Arts & Communication**  Rensselaer Polytechnic Institute | **Contact**  **LinkedIn**  <https://www.linkedin.com/in/caseymaddy/>  **Email**  [caseymaddy@gmail.com](mailto:caseymaddy@gmail.com)  **Phone**  203.537.4480  **Skills & tools**  **Design**  Content & experience strategy, mobile app design, responsive web design, sketching, storyboarding, whiteboarding, wireframing, universal design  **Research**  Affinity diagramming, card sorting, competitive analysis, contextual design, heuristic evaluation, interviews, journey mapping, paper prototyping, usability testing  **Prototyping**  Adobe Creative Cloud, Balsamiq Mockups, Figma, Microsoft Office, Sketch  **Software development**  Aria, Bootstrap, CSS, HTML, JavaScript, PHP, React, WCAG 2.1, WordPress  **Awards & accolades**  **Bronze winner, best member portal homepages**  Corporate Insight, 2022  **Design & accessibility mentor**  2014-16 & 2022-current  **Webby Award, people’s choice**  GameZombie.tv, 2010 (won 2 awards)  **Research presenter**  Interactive Tabletops & Surfaces, 2009 |