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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**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 |