



Hello, I'm Casey

I'm a user experience strategist & digital transformation specialist. My passion and craft is to make it easy for businesses & customers to understand and use technology for the benefit of the world.

Select work samples

This a small peek into the work that I have done professionally. Please note that pieces of these designs have been altered to protect confidential information at the companies I have worked with.



A winning strategy for healthcare

How I transformed design for a major health insurance company into a major value-add for the business & its customers



Making conventions more fun & friendly

How I designed an app to make anime and gaming conventions more friendly and community-focused



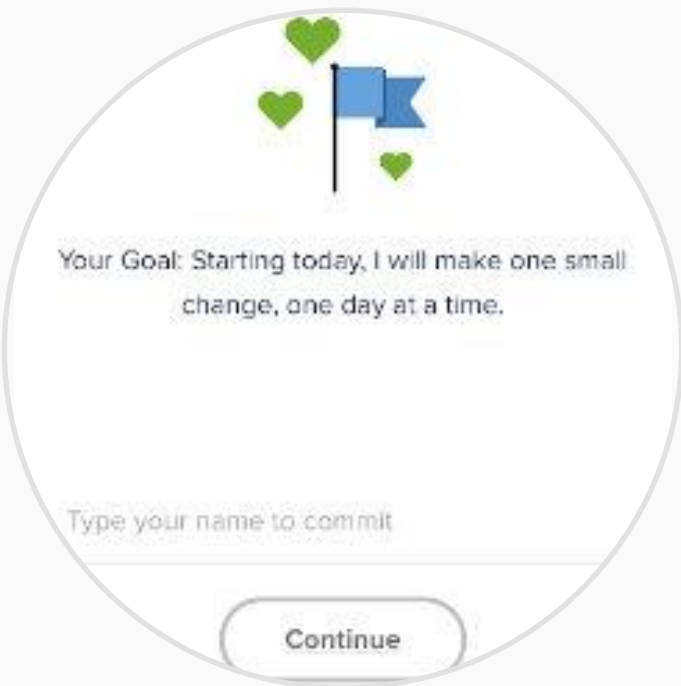
Gamer-approved entertainment

How I helped to create a new website to show zombie-themed gaming videos into an award-winning platform



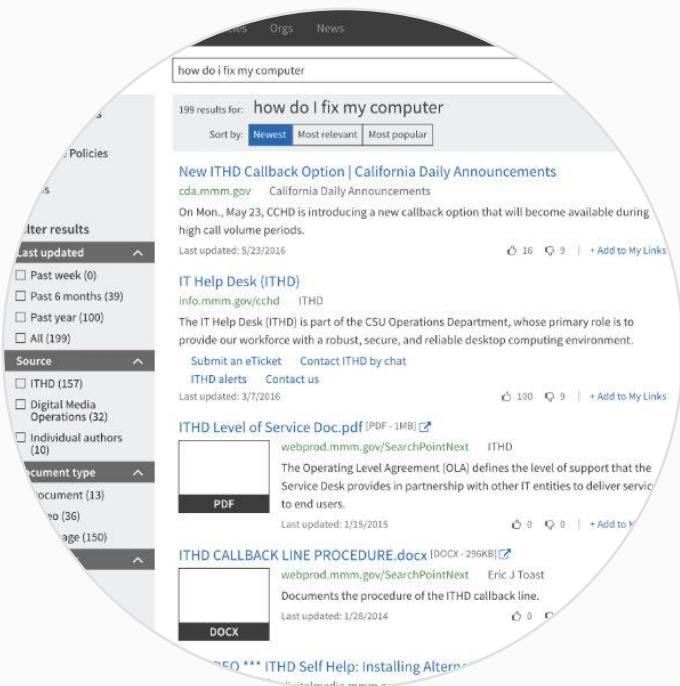
Delightful digital education

How I created an educational platform & content strategy to help people to grow their own food sustainably



New & improved wellness platform

How I helped to create a refreshed and accessible platform to distribute health & wellness programs



Making search friendly & useful

How I helped create an approachable search platform that helps to maximize employee efficiency

Resume

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 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, and Communication

Rensselaer Polytechnic Institute

Contact

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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, HTML/CSS/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

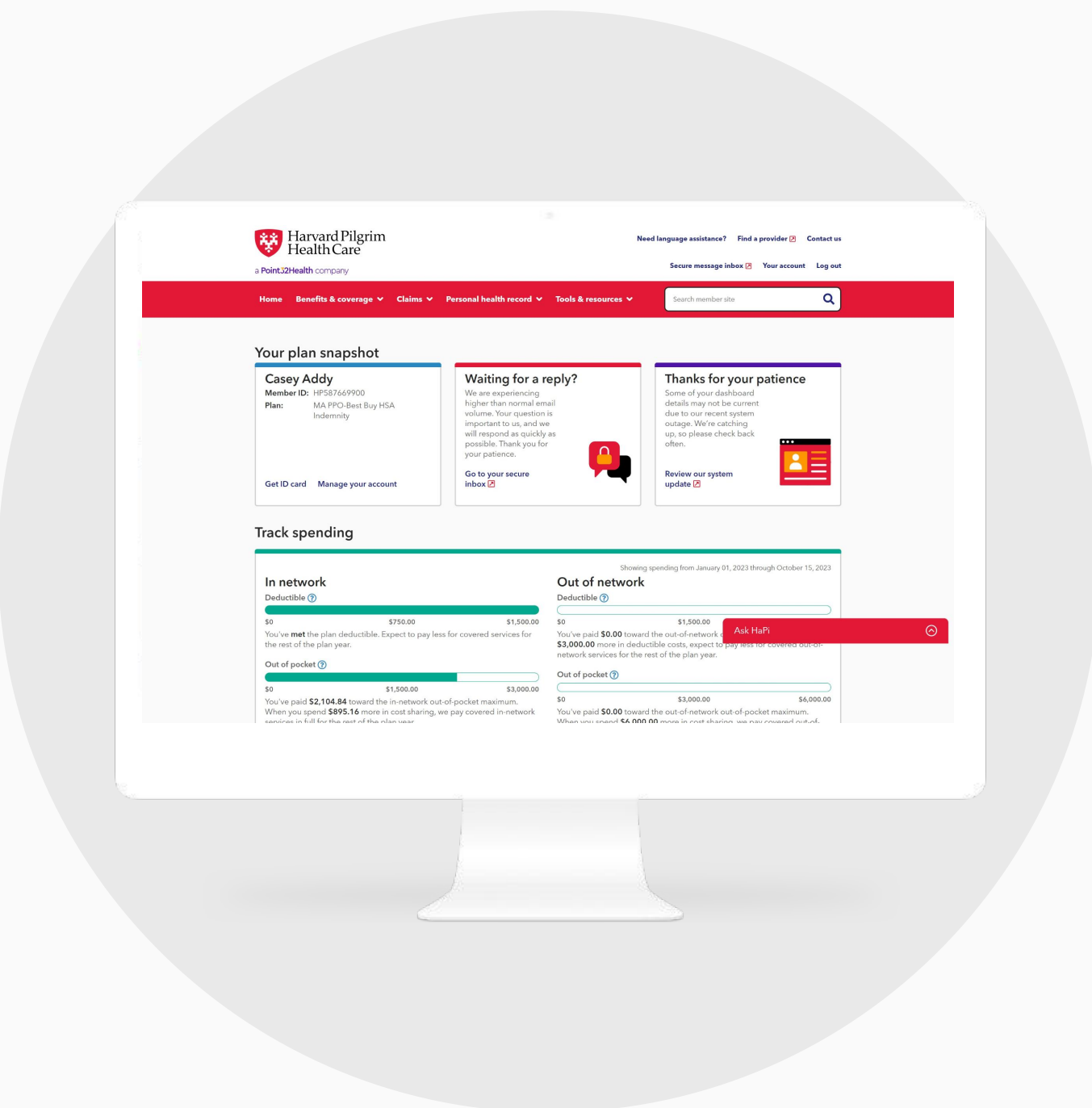
GameZombie.tv, 2010 (won 2 awards)

Research presenter

Interactive Tabletops & Surfaces: 2009

Creating a winning strategy for healthcare

How I created a plan for consistent success for Harvard Pilgrim & its parent company, Point32Health to navigate the world of healthcare



What is the strategy needed for health insurance success?

Harvard Pilgrim is a regional health insurance company in the northeast United States. They were looking to grow further into digital, and I was brought in as their first in-house UX designer and strategist. They had a number of problems that needed solving, from navigation to visual design identity to accessibility and mobile-first design.

My task was to figure out how to incrementally make health insurance easier to navigate and equip the organization for long-term success in digital.

Why is health insurance so hard to navigate for people?

1

The business model itself is complicated

Health insurers sell to multiple types of customers in a regulated environments. Their incentive is to give employer groups and the government what they want at the lowest possible cost, while keeping operating costs low. What is actually sold is a cost sharing agreement. To make it simple, one must understand each group and how costs are determined to begin making healthcare easy.

2

Every door & process feels frustrating

From my own experience, call center transcripts, surveys, and industry research, the complexity of the business makes the customer's experience frustrating. Customers frequently could not to understand if something is covered or not, what the bill is, what doctor someone can see, and what they are paying for. In order to make this process less frustrating, I needed partners to help me translate these rules into "human speak".

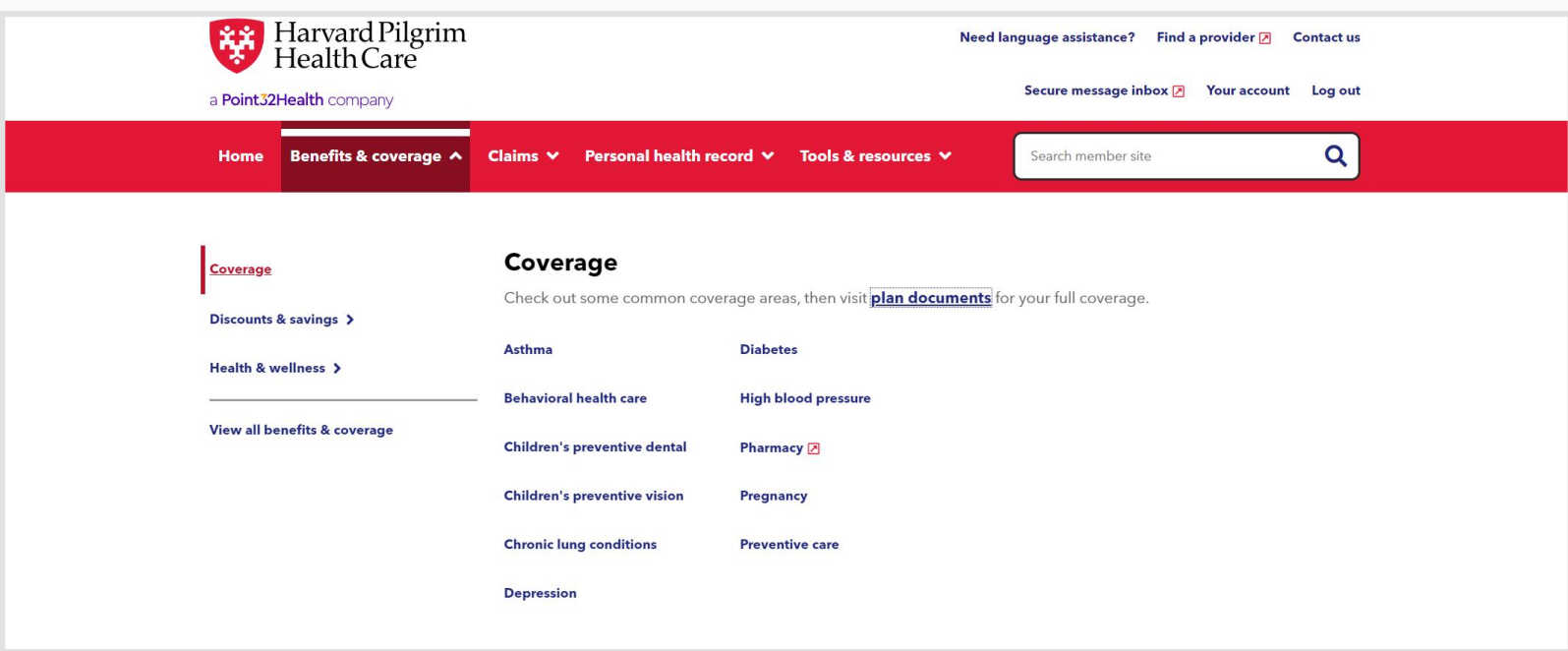
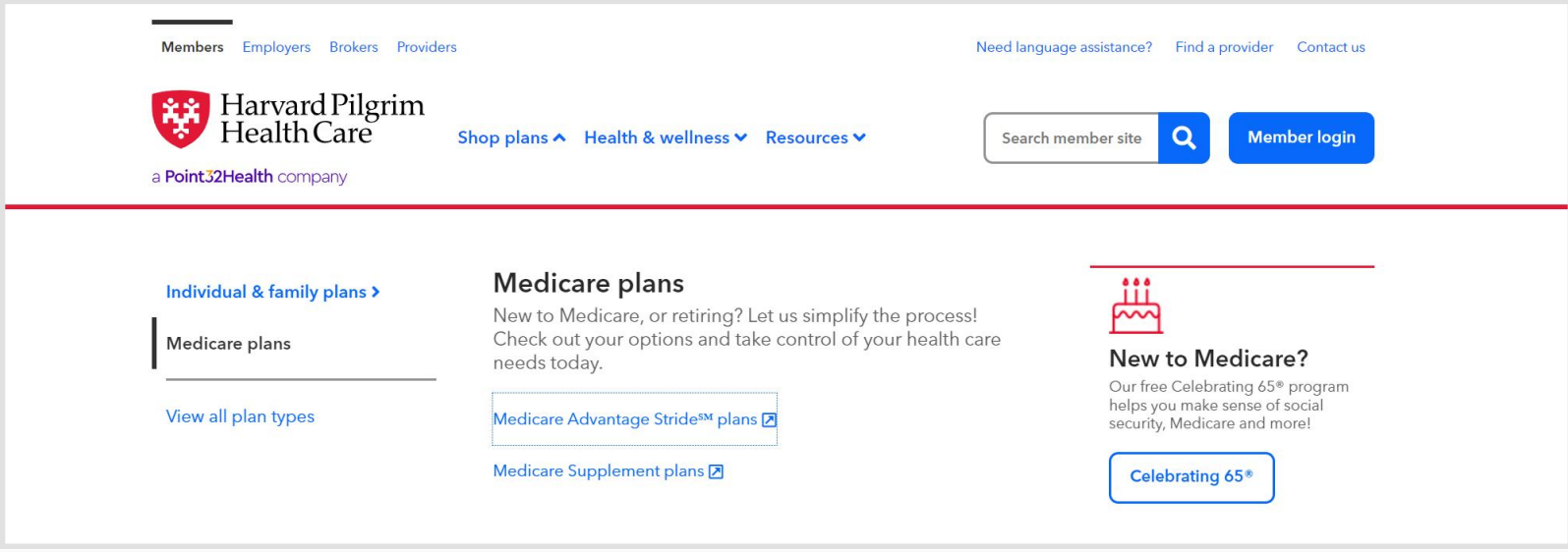
3

Budgets & systems aren't connected

A major reason why health insurance is difficult to navigate is from all of the systems that are in play. Harvard Pilgrim has 1,000 systems that the business and customers must navigate. Less than 1% are integrated or connected in a way that makes things easy for the customer (let alone for the business). On top of that, each system was branded separately, had siloed data & business logic, and separate budgets that aren't aligned.

In order to make a winning strategy, I needed to start connecting the navigation paths & understanding the back-end systems and processes to make it easy for the business and customers to see how there is so much value in health insurance.

How I made it easier to navigate the digital ecosystem



Creating better navigation from improved homepages

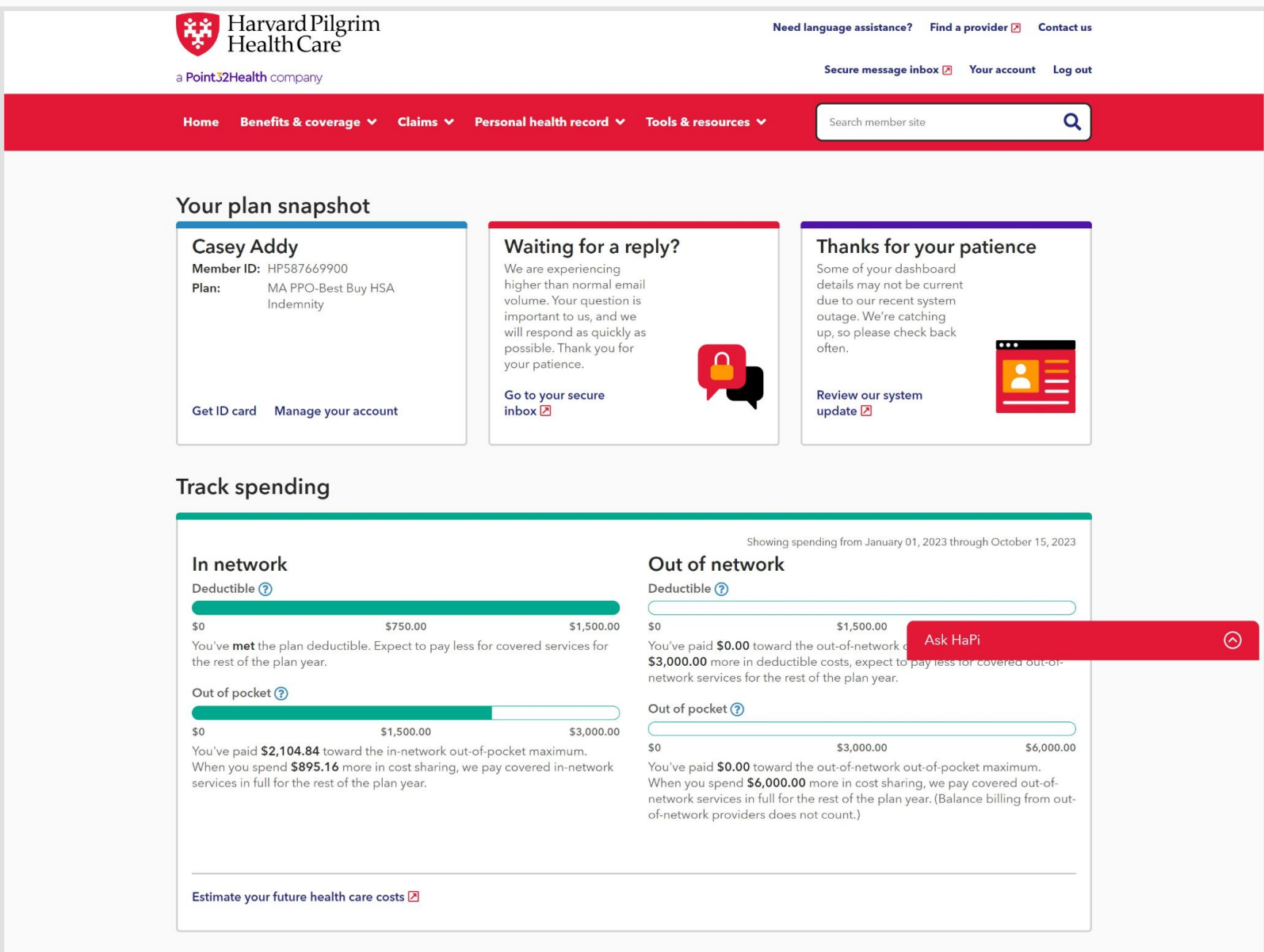
I also made it easier to navigate the business of health insurance by reviewing their landing and homepages. Leveraging the same research methods, I updated these pages to provide more direct actions for users to take and the business to offer. This provided a more direct journey, even with the current systems in place.

Customers found the new public website homepage more useful by 3,000%. The member portal was more useful by to 200%. This resulted in happier customers and fewer calls into the call center.

Creating better navigational systems for the ecosystem

With all of these challenges, an important step to make navigation easier was to help the user and the business get to the right location. I performed a content inventory, which allowed me to align marketing and sales efforts to how customers wanted to use their services. This allowed me to create a consistent megamenu that could be reused across their public websites and customer portals.

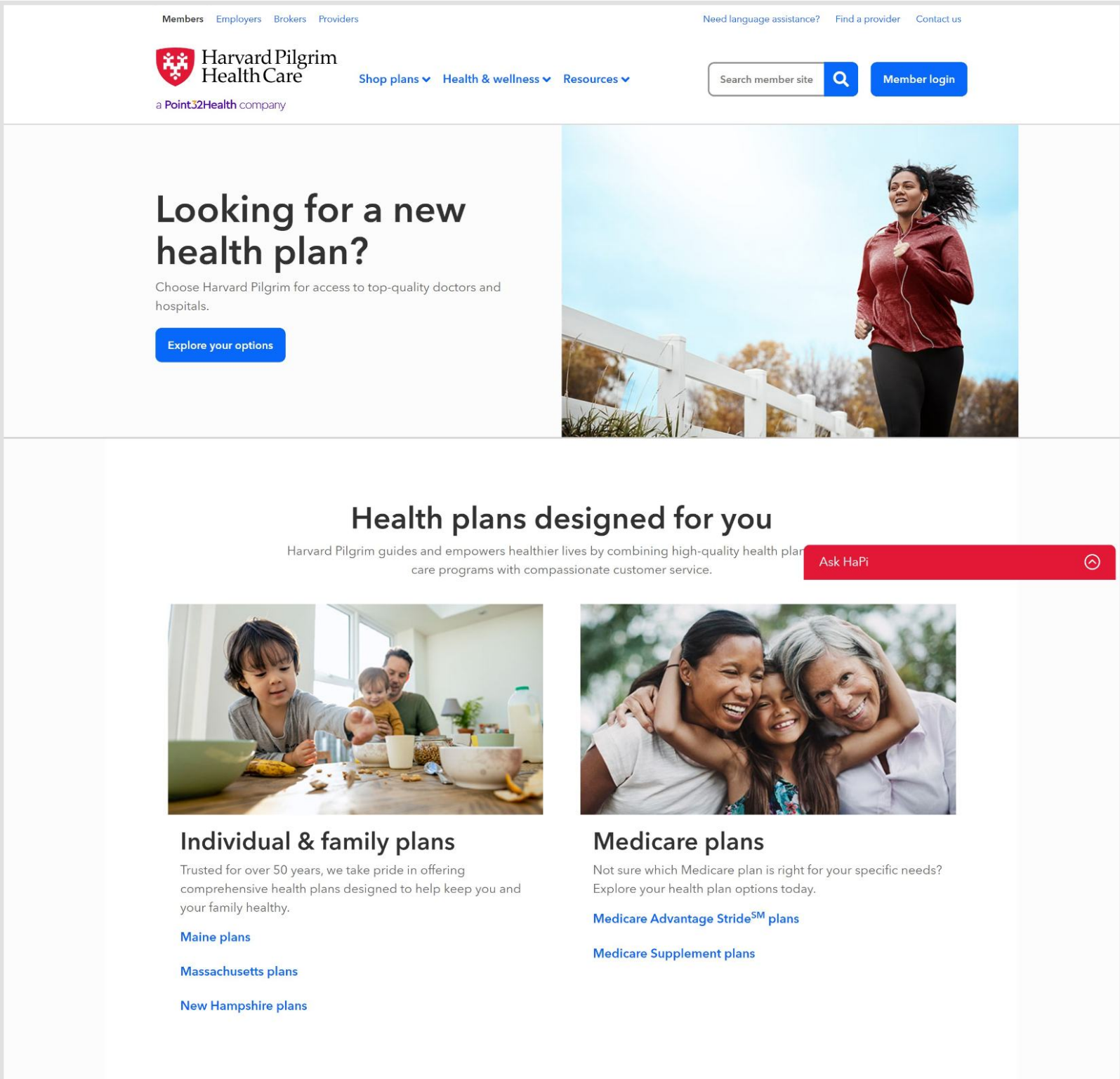
Verifying the new organization of content and services boosted findability on the public websites by 200% and on the customer portals by 300%. This resulted in happier customers and fewer calls into the call center.



Navigating new features & systems with a UI layer

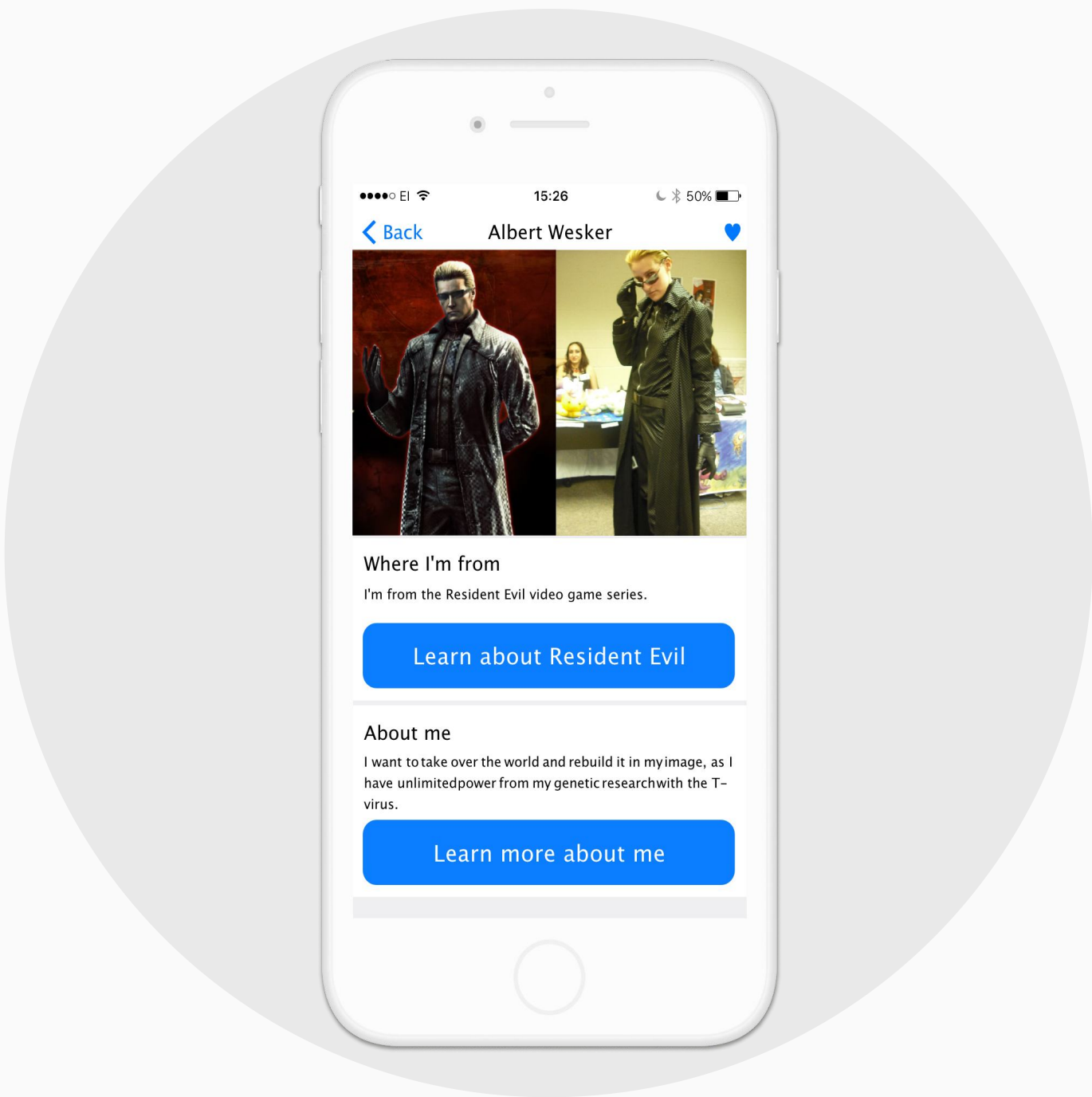
A core reason why navigational issues exist was due to the separately branded systems from vendors. Unfortunately, the company couldn't accomplish this well because of the 6 to 9 month period of rebuilding UIs each time. To solve this, I created a UI layer approach that would allow their brand to independently change and connect to the various systems they had through APIs, services, and integrations with vendors.

By building a UI layer, Harvard Pilgrim could be able to save billions in operating costs while delivering a consistent, easy-to-navigate experience for their customers



Creating connections at conventions

How I created Tales of Badges, an app that connects people through the love of cosplay



What is cosplay? What problem needs to be solved?

Cosplay is the art of becoming one's favorite character from anime, television, comics, or pop culture. Cosplayers gather (5.5 million people in the United States alone) at conventions across the world to share their passion with the world and find others who share their passion.

My task was to figure out how to give confidence to cosplayers who were uncomfortable being in character in front of people at conventions.

Researching how cosplayers & people behave at conventions

1

How cosplayers get their confidence

I interviewed five cosplayers of various skill levels to understand why they cosplay, why they enjoy the activity, and what types of situations that would allow them to interact with people while in character. What I learned is that while the main reason to cosplay is a personal one, getting recognition for a job well done and bringing out of the love of a character is what motivates them and builds their confidence.

2

Watching interactions with real cosplayers

I went to a convention to see how people interacted with cosplayers, and the effect they had on the cosplayer's confidence. Natural interactions occurred, and made the cosplayers come alive, when people interacted with characters they new or costumes that were well done. This moment of recognition was critical for the cosplayer to gain the confidence they needed to interact with new people.

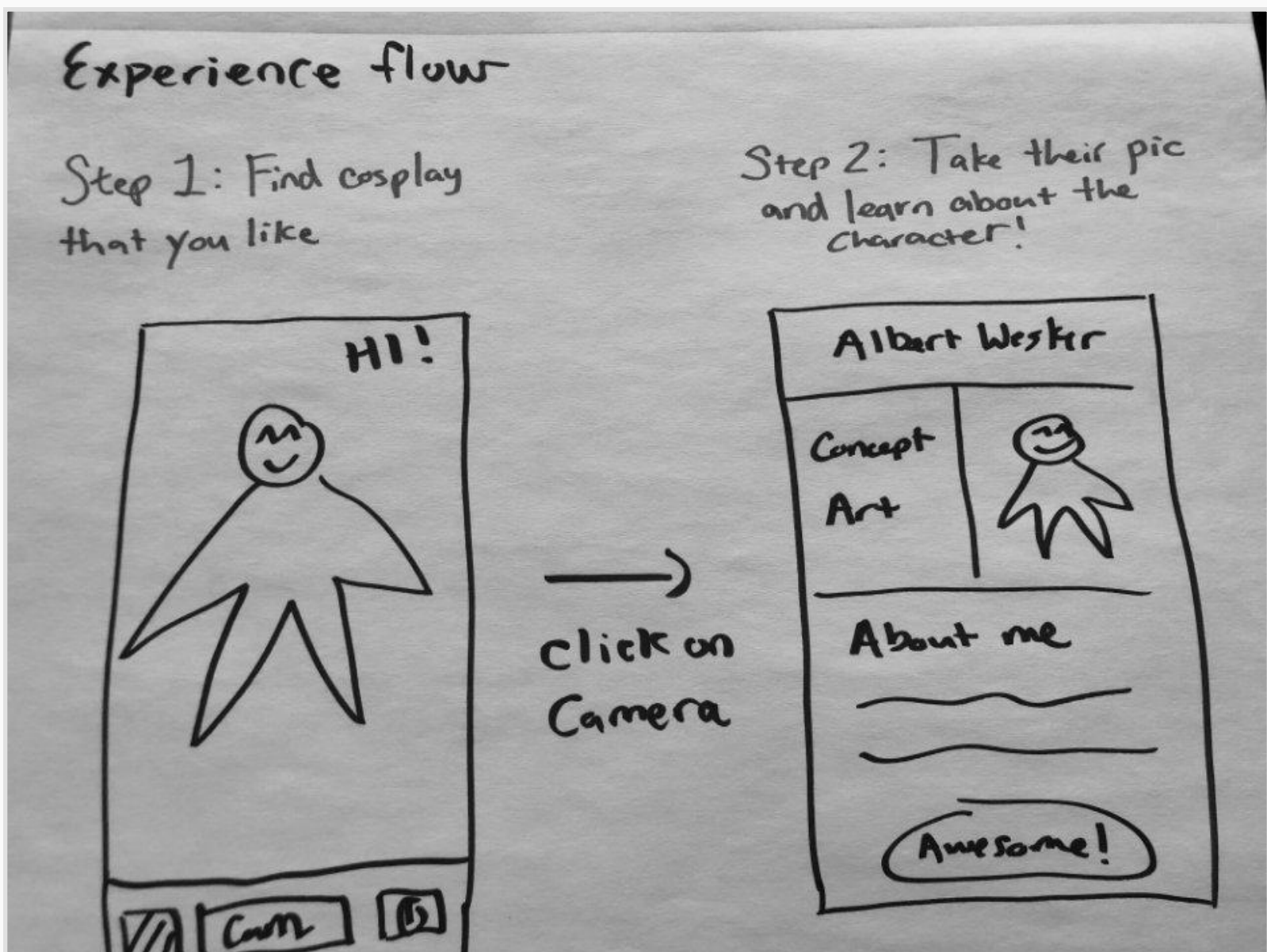
3

Trying cosplay out for myself

To confirm my observations, I made my own cosplay and travel to a convention. I did find the same true for my character: people would interact with me if they knew my character or liked how I put together my costume. By trying this out myself, it allowed me to gain a deeper appreciation of the effort - and the payoff - of having my work and character recognized.

The key to confidence was the love of being recognized and appreciated. I saw the opportunity to give this was when people asked a cosplayer for a picture.

Creating a successful app out of creating confidence



Creating a technology approach

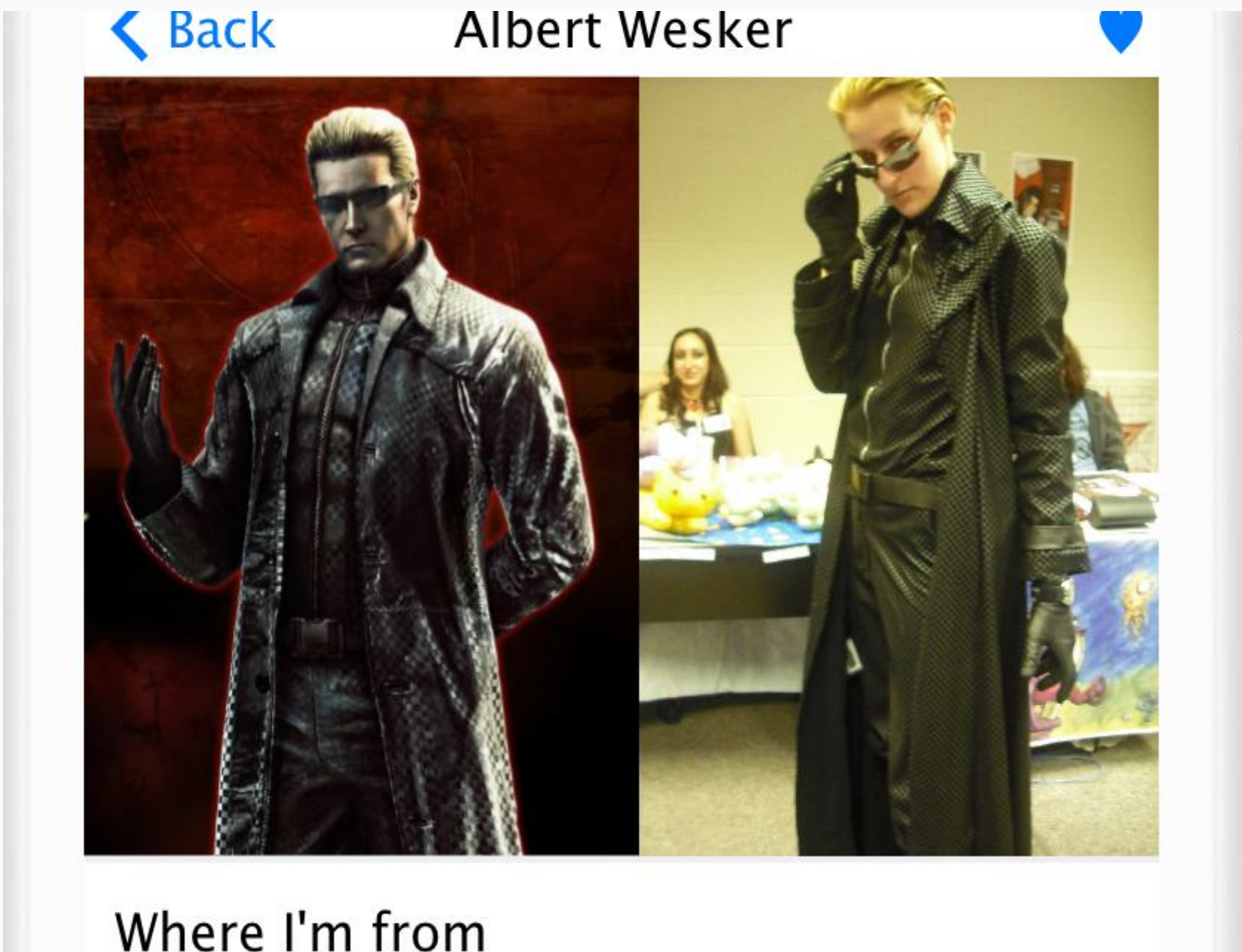
After watching people at conventions and trying out cosplay for myself, I began to sketch how I can connect people at conventions. I wanted to find a way for people to engage with cosplayers using their smartphone camera, as this was a natural behavior at conventions that I can take advantage of (and not create an awkward experience for strangers).

By using image recognition and a “smart badge”, a smartphone camera can provide information to someone, creating an opportunity to engage the person, and the character.

Creating a prototype to prove people would like & use the app

To put my research & design into motion, I made a paper prototype of the experience to see if the potential experience provided the right information to create an opportunity for someone to talk to a cosplayer. I tested and refined the concept through three main iterations, learning:

Participants had fun with the experience and enjoyed that the information. They wanted more information than what I initially expected and wanted a way to send their appreciation to the cosplayer.



Designing the app & testing the concept on a phone

After finding out that the experience had merit, I created a more refined version of the experience using iOS components. Once complete, I invited four participants (two cosplayers, two convention attendees) to test out how the look of an iOS app would affect the experience. Participants were overwhelmingly excited to have an app like this and they appreciated the opportunity for a new moment at a convention to meet new characters and friends.

“This design makes me confident and adds something to the cosplay. It's more exciting for the person who is cosplaying – and that's a big thing!”

The rise of GameZombie.tv

How I created an award-winning platform for a video game-based blog over 18 months.



What is GameZombie and what is its goal?

GameZombie.tv is a small, student-led startup at Indiana University. The company focuses on giving students real-world creative and production opportunities to get their first job in the entertainment industry. The students in the company have a variety of skills, from: video editing, script writing, motion graphics, social media, visual design, sound design, and other movie-making skills.

I had two main tasks: 1) turn the website into an entertainment platform to get students into the entertainment industry and 2) create a revenue-generating platform.

Creating a strategy for success

1

Understanding needs & determining gaps

To begin the design process, I first met with the team to see what their expectations were on how to grow the website. They were unsure as to how to grow the site, but they needed a way to showcase their content, have traffic stay on the site, and users interact with their social media. Unfortunately, they did not have much in the way of analytics or knowing what their audience liked from their content.

2

Learning what makes video sites successful

To see how I can make the brand grow, I performed a competitive review of other successful video websites do with their interactive content. Deconstructing these sites, I learned that a main key to success was creating awareness of the quality of the videos, while bringing in viewers from outside of the platform to enjoy the content. And finding a way to keep good content always fresh.

3

Finding what makes sense to their users

I needed assistance from actual viewers of their content to help me grow the platform. I first used a survey to get a large, general understanding of the audience needs. I supplemented this with a card sort to help me organize all of the videos in a way that would make sense to their audience.

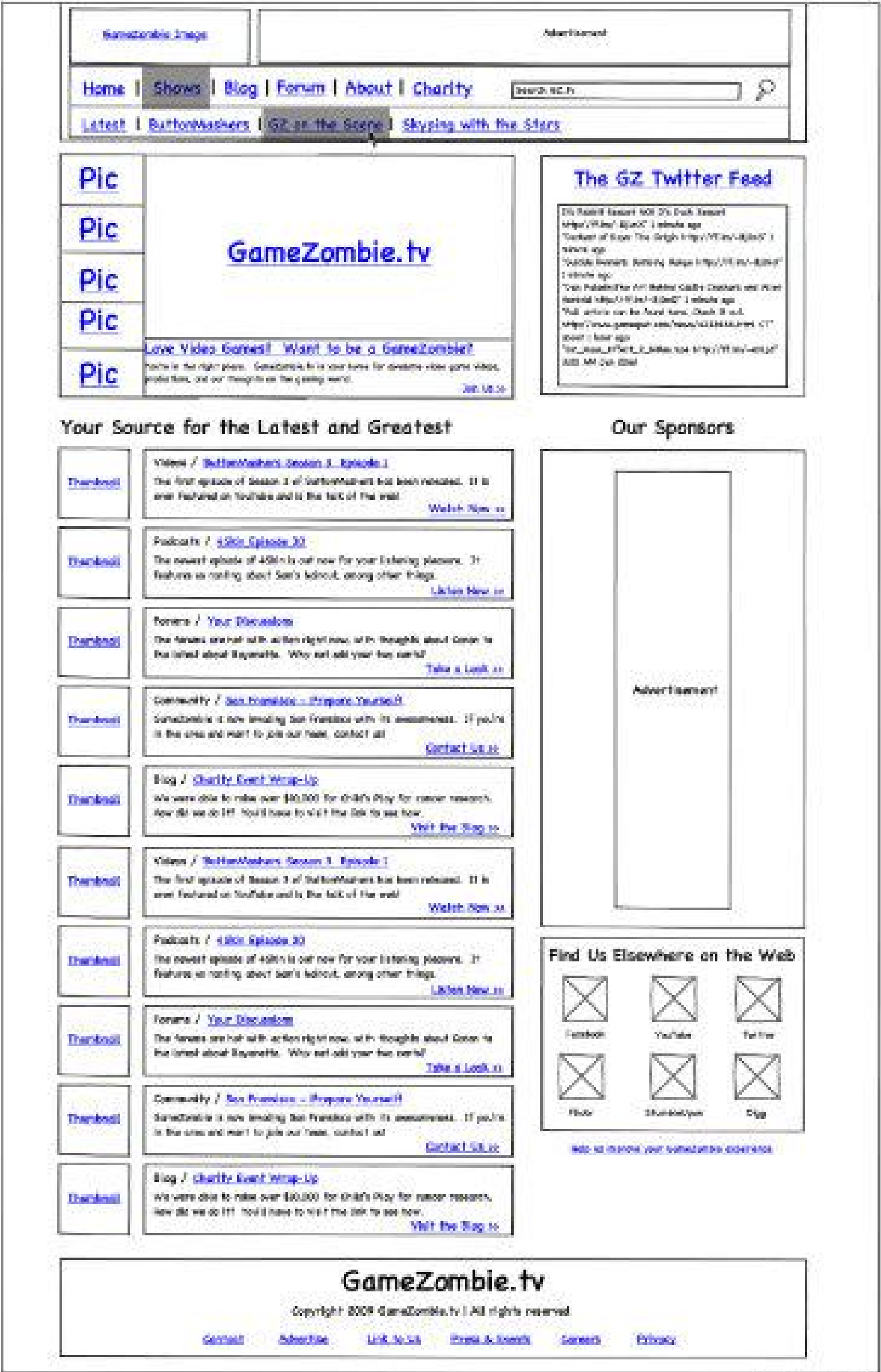
To be successful, they needed to 1) be clear about how their brand aligns with their content and 2) leverage best practices of video platforms & digital content creation.

Executing on this winning strategy

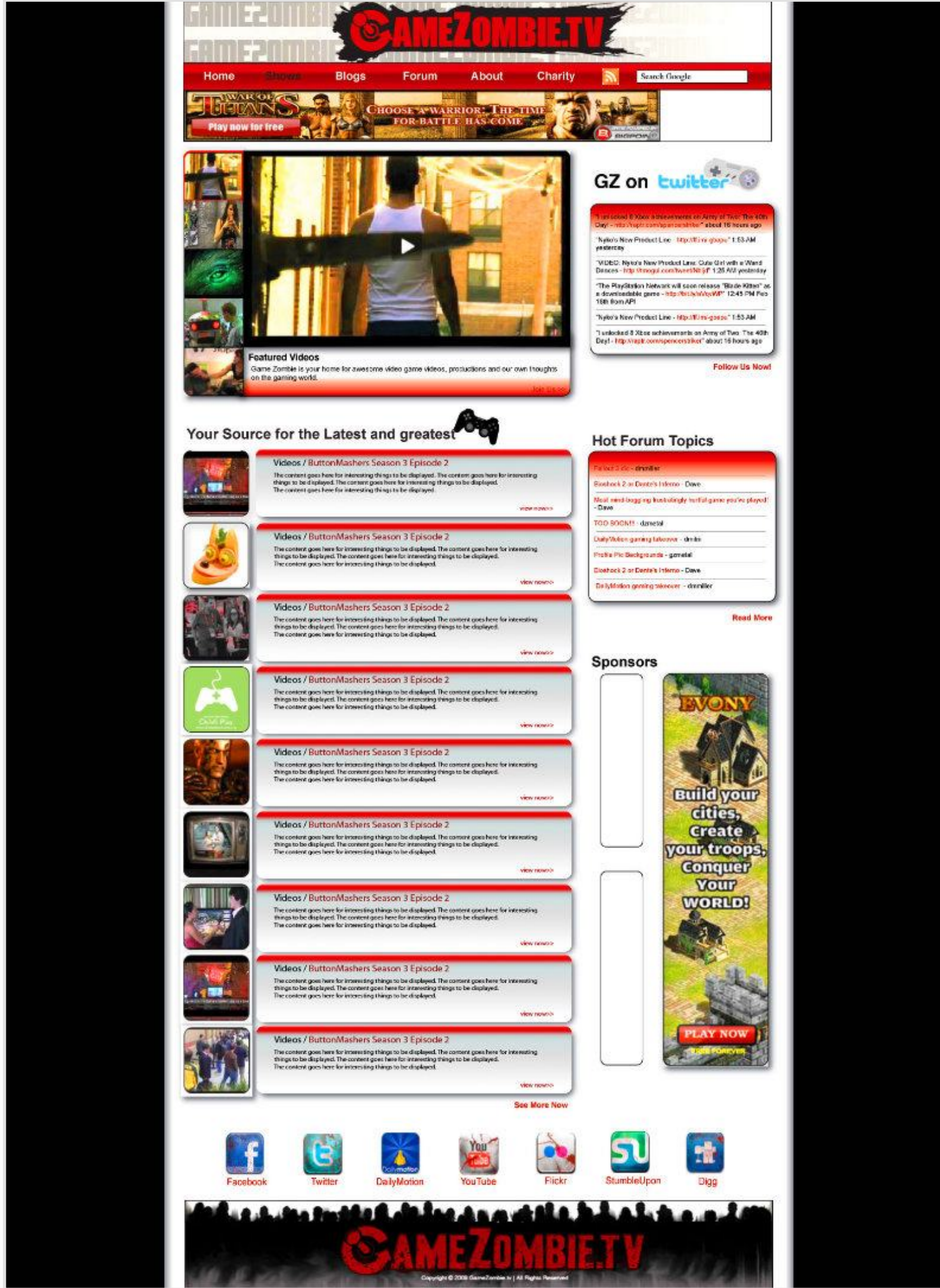
Designing a home for all content

After aligning the team on how these insights could move the platform forward, I created a structured “home” for all content. The navigation of the site created a clear path to all of the major categories of videos & blog content. Each page was updated to create a clear path for the user to engage with the main content. APIs and services were used to aggregate all of the content into one cohesive package for the user. Ads were moved into more expected places for the audience to help them stay engaged.

By leveraging best practices and marrying them with their brand, their audience can see that GameZombie.tv was a full ecosystem of content that was more than just video.



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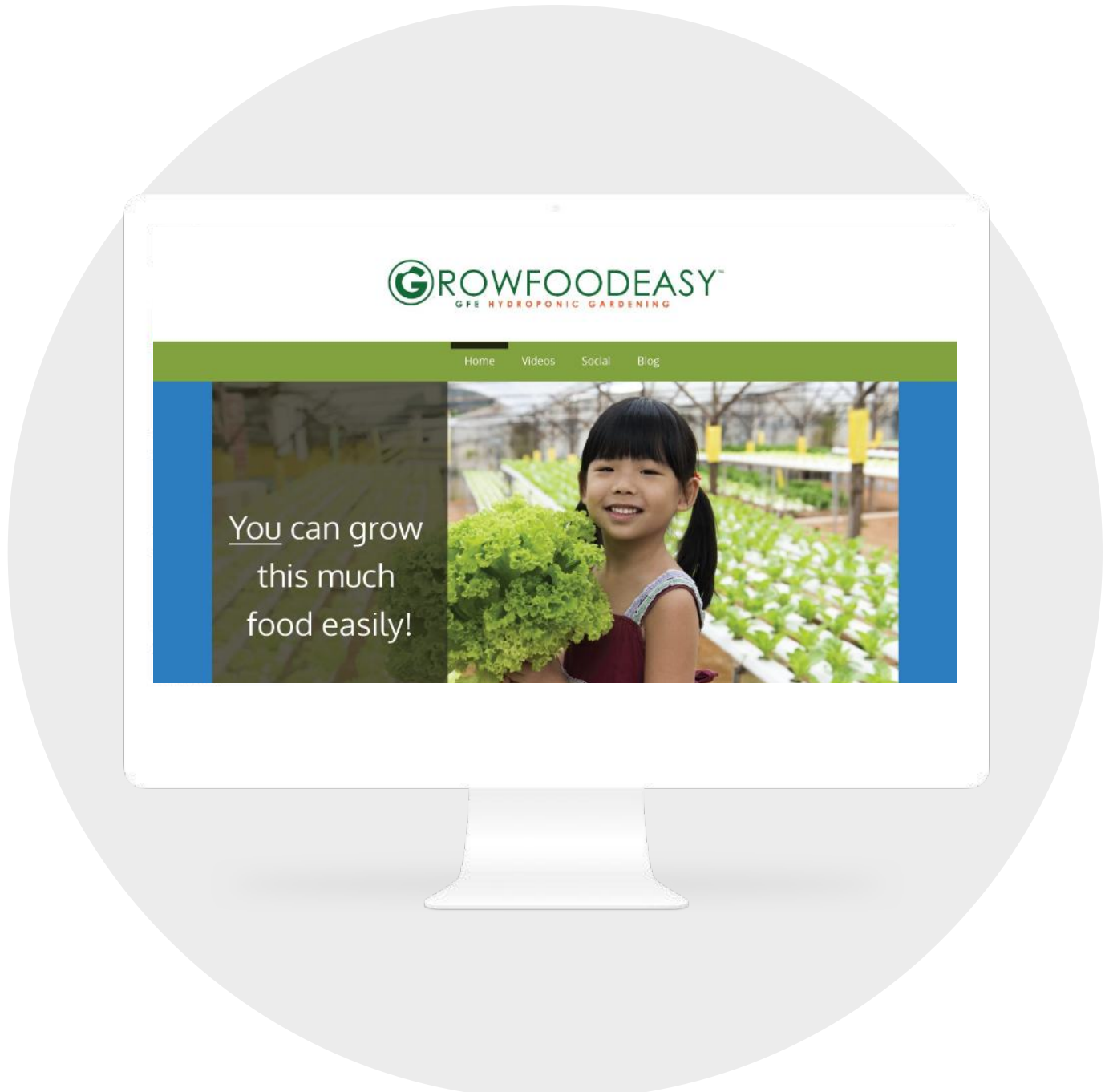
Rallying the company together to launch the new design

I worked with the team to show how the main blueprint of each page could be complimented by the company’s commitment to a dark, bloody theme. I went to each area of the to show how their content would have a representative home: blogs would be under the company’s blog and tagged appropriately, shows would be represented underneath the different show categories, and short stories would be under their own category.

The new design brought the company together and they worked harder to make the whole experience come together. After launch, the platform won two Webby awards.

Making learning easy & engaging

How I created a reusable approach for education and engagement, starting with hydroponics and growing food



What is the goal of learning through a digital channel?

A colleague of mine runs an educational website called GrowFoodEasy.com, which is an informational community and blog that teaches people how to use hydroponics to become sustainable. My colleague wanted my help to see how the website can be improved as an information delivery device, a way to grow a community, and to create a reusable model of content delivery from social media and a variety of blogs.

I had two main tasks: 1) create an improved delivery mechanism for content on the website to attract a larger audience and 2) create a reusable model that can be used outside of hydroponics.

How can learning be done via an ecosystem?

1

The potential of learning & social

I was invested in learning about hydroponics, but I needed to see how others teach to people who may not be interested. After reviewing models of online learning, I found one called “open & socialize”. It’s how you open someone’s mind to a possibility to something new. With the power of social media, this model can showcase new concepts to pique interest.

2

Unlocking power with a content inventory

To see how the power of hydroponics could be harnessed, I started on a content inventory. Most of the content was useful content (social, e-books, videos, blog posts), but what was missing was connecting all of the content together in a natural way. To complement the inventory, I reviewed how the best blogs & sites made their ecosystem feel natural & connected.

3

Creating an ecosystem approach

To fully unlock the power of learning, we needed a way to make the social media approach simple. After iterating on the social media strategies with the team, there was a natural opportunity to utilize the “open” part of the learning model by using cartoons to help teach people small pieces of information. Cartoons can deliver nuggets of knowledge that would lead to the website.

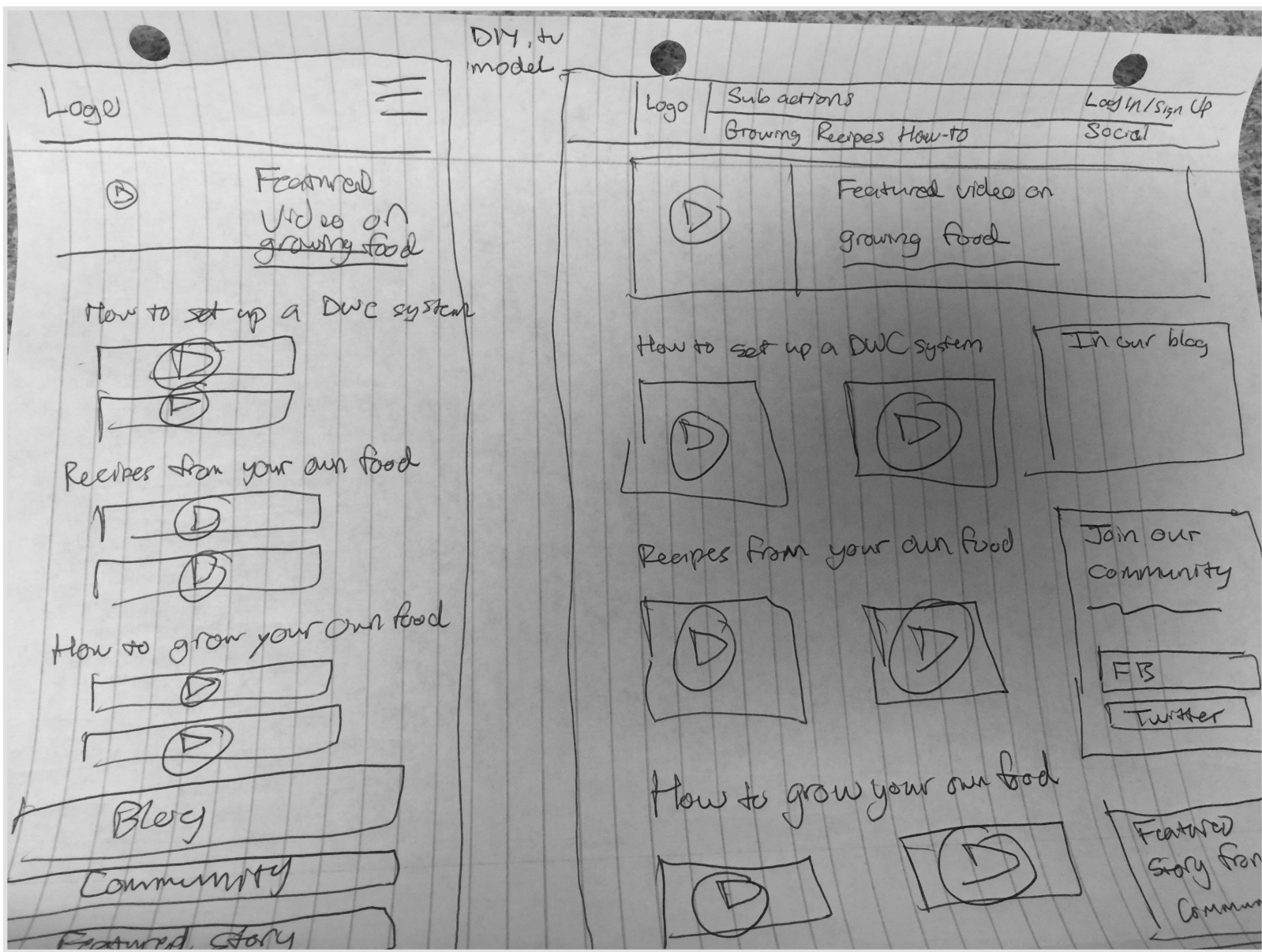
The key to success for this ecosystem was a content engine. By starting with social media, users can navigate to a main website with fresh content that is updated daily. This would establish trust.

Designing the content engine of success

Sketching and iteration

With this goal in mind, I began to sketch out how to display the different content types to their audience. There were recipes, how-to articles, FAQs, interviews, videos, and more. By prioritizing & categorizing content based on the goal of each piece of content, we can show that this site is the definitive authority on how to grow sustainable food from hydroponics.

The content engine would be powered by metadata, which would power the website’s way of displaying content. This allows authors to create content on each channel independently.



Vegetable-inspired theme

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.



#4a7337



#6b8c21



#ddd48f



#cda989



#704012

Headings: Oxygen
Body copy: Open Sans
Color palette reference: <http://colorpalettes.net/color-palette-42/>

Creating a cohesive identity

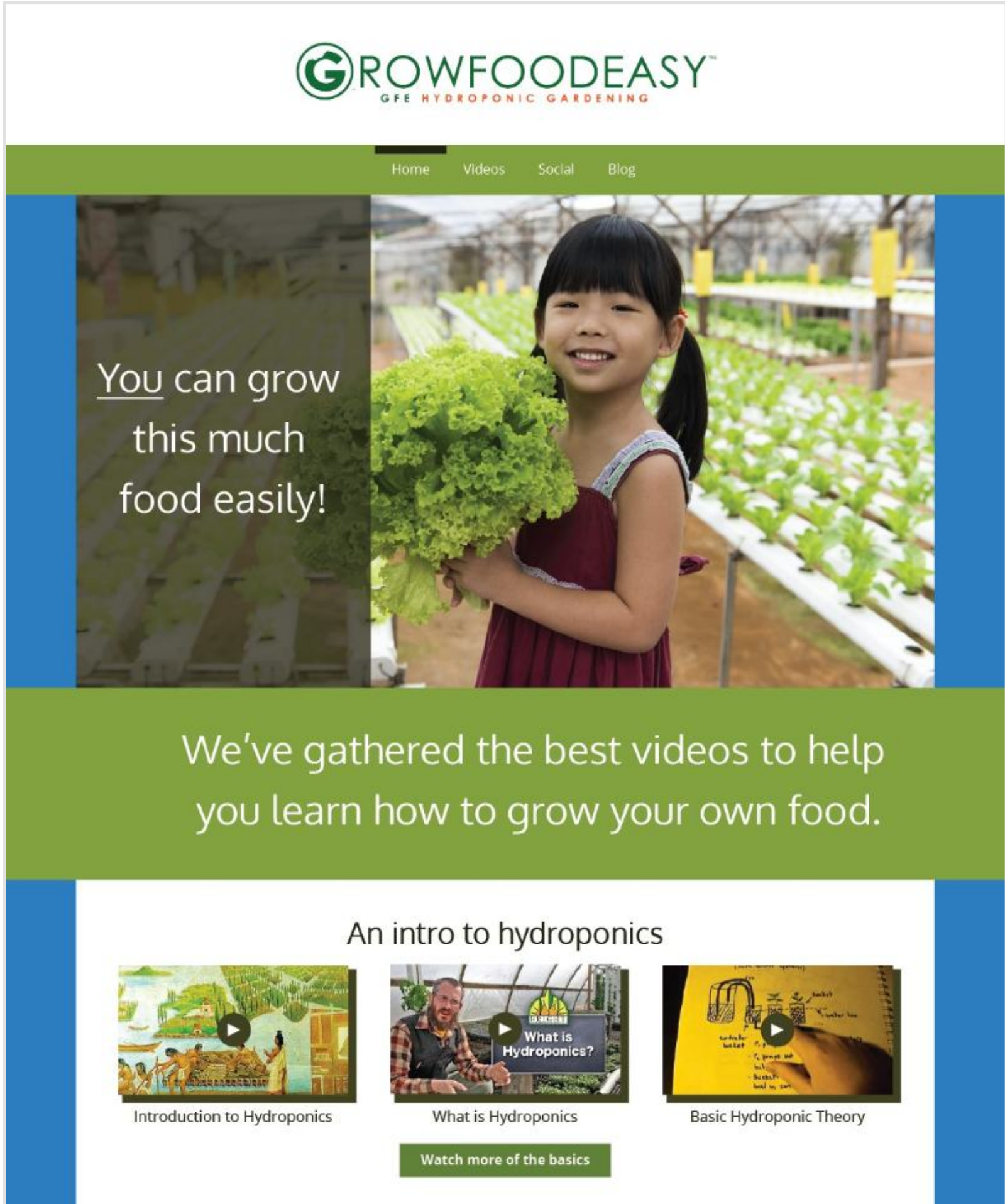
While creating the content delivery mechanism, the team at GrowFoodEasy were also interested in making some updates to their visual identity. Their current site relied upon a lot of orange to communicate fun and action, but it was also harsh on the eyes due to its combination of high and low contrast.

Combining an earthy style complimented how content was delivered via cartoons. Combining this with getting feedback from the current community, the engine could now work optimally.

Creating a prototype for feedback before launch

With the content engine and new identity established, it was time to create a prototype to see how everything would come together. I coded enhancements to a WordPress blog that integrated all of the videos, social media, e-books, and blog posts into one website that would be used for production. I worked with the team to launch a beta test of the website, and the community loved the new platform.

“I love the new platform and the little girl showing me how I can grow food. When are we going to get even more easy how-to content?”



How I made a simpler, more engaging approach to wellness with a brand new website & mobile app



I had two main tasks: 1) figure out how to create a fresh new experience using an established website and mobile app and 2) make the experience accessible to users with disabilities

1

2

3

The experience could be refreshed by simplifying what the user needs to do to get healthy and use common UI components to bring consistency and accessibility to the platform.

The image displays two screenshots of the 'My Diabetes Coach' mobile application interface.

Left Screenshot:

- Status Bar:** Time 8:41, signal strength, Wi-Fi, and battery icons.
- Header:** '1 Level' with a green heart icon and the number '20'.
- Main Content:**
 - Text: 'This week you're working on:'
 - Title:** 'Talk back to negative thoughts'
 - Subtitle:** 'Diabetes Prevention Program'
 - Illustration:** A collection of icons representing health and diabetes management: a yellow scale, a blue water bottle, a blue glucose meter, a green leaf, a red apple, and a bowl of brown rice.
 - Progress:** 'You're on Day 3, Week 11 of 52' and 'Weekly Goal Progress: 0%' with a horizontal progress bar.
 - Action:** A dark blue button labeled 'Let's Go!'.
- Bottom Navigation Bar:** Five icons: a green circle, a speech bubble, a bar chart, a trophy, and a person icon.

Right Screenshot:

- Status Bar:** Time 8:41, signal strength, Wi-Fi, and battery icons.
- Header:** '1 Level' with a green heart icon and the number '637'.
- Section Title:** 'Today's Activities'.
- Text:** 'Way to go! You're almost done. There's just one more activity'.
- Activity Card:**
 - Title:** 'Is It Working?' with a document icon.
 - Progress:** 'Earn 20' with a green heart icon.
 - Action:** A white button labeled 'Go'.
- Section Title:** 'Completed Activities'.
- Activity List:**
 - Side Effect Success:** Earned 20 (green heart icon).
 - Back to Blood Pressure Basics:** Earned 20 (green heart icon).
 - Tackling Those Risk Factors:** (no earned value shown).
- Bottom Navigation Bar:** Five icons: a green circle, a speech bubble, a bar chart, a trophy, and a person icon.

Making search work well

How I created a path to success for an internal search engine



What's problems were there with search?

Corporate Search is an important utility for many workers in the government. This tool is the gateway that connects workers to company information, tools, processes, and procedures needed for employees to perform their job correctly. Unfortunately, this tool had a notoriously negative experience from nearly every worker in the company. It was such a negative experience that nearly all usage of the tool was gone.

I had two main tasks: 1) understand and quantify why employees hated to use the internal search engine and 2) figure out how to make search useful again

Learning why search was not useful

1

The project team's perspective

While the project team wasn't exactly sure why search wasn't working, they only had anecdotes from people they've worked with. All they kept hearing was that "search is terrible". The team was also getting ready to release a new version of the search engine but were nervous about it would be received by the organization.

2

Where search engines succeed

Search engines are an engineering and data marvel: they have magical abilities to give answers to what people need. To see how I can create similar magic, I reviewed several search engines. The best search engines, I found, use a combination of metadata, behavioral analytics, and feedback loops from users to create the accuracy and trust we crave from them.

3

What's not working for users

To augment what I had learned about search engines, I brought together 16 workers to try out the new design. Not only did I learn that the new UI on top of the search engine logic wasn't going to be useful to users, but I had them demonstrate how they use search. They only used search as a last resort when no human knew an answer to a question.

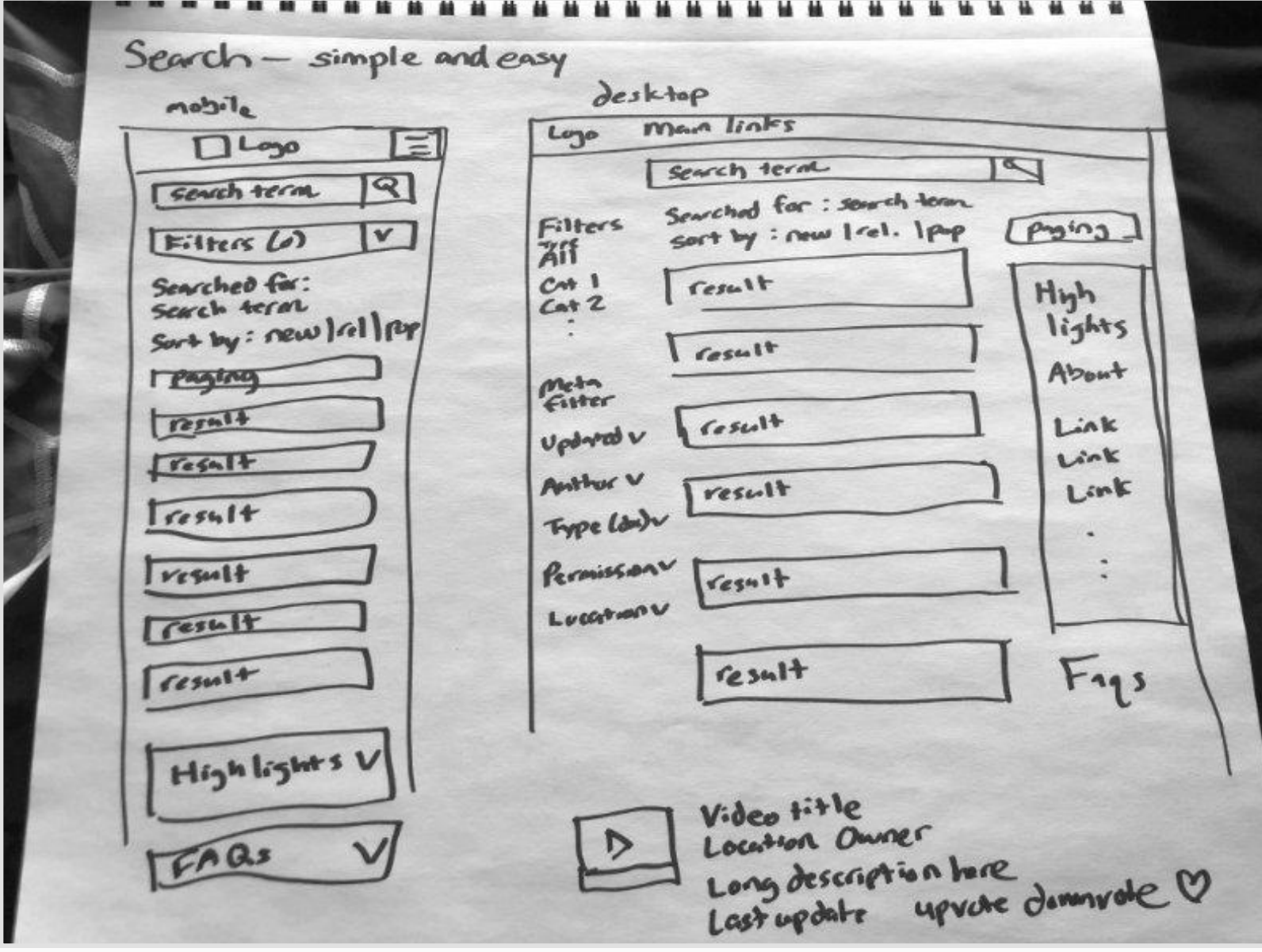
Search was not useful because it only used words on web pages for its logic. There was no metadata or behavioral data that was used to help prioritize results at scale.

Creating a plan of action & strategy

Creating the ideal state of search

Based on this data, I created a 6 step plan for how search can be made better. These steps include: how to collect & use metadata, content governance, creating a feedback loop with users, and tracking timely & popular searches to power quick answers.

By making the search engine more than a simple key term comparison, users & the business can start to make search useful for all users.



Presenting the strategy

When I presented the findings and strategy to the project team, they were immediately engaged. This gave them the peace of mind and concrete ways to move into development and take each step incrementally.

In addition to bringing concrete steps on how to make search better, users finally felt heard. They had stopped giving feedback because they did not feel heard.

