

PATRICIA CRANMER 303.638.4780 www.patriciacranmerproductdesigner.com patricia.cranmer@gmail.com

Senior Product Designer, Senior UX and UI Designer

CVS Health / Aetna / Active Health Boston, MA

July 2017 – Oct 2023

Exceptional skills in delivering end to end digital concepts and product designs that meet user needs while ensuring strategic alignment for websites and mobile applications for healthcare patients.

Delivered user centered task flows based on human factors techniques. Tasks included pairing a phone app with a patient's home hemodialysis system for review of daily sessions. (Figma, Miro)

Collaborated and led stakeholder workshops to align on concepts using generative sketch techniques to establish a variety of possible design initiatives. Designed and presented mobile web concepts based on human-centered design methods to meet business objectives. (Figma, Miro)

Built interactive prototypes for usability studies resulting in best in class functionality. Created usability tests to validate design direction. (Figma, Sketch, InVision)

Mentored design team in participatory activities such as agile ceremonies, design sprints, card sorting, affinity mapping to and other workshops to understand and validate digital product goals.

Worked on Figma brand guidelines and multiple component libraries while adhering to WCAG 2.1 AA standards. Delivered annotated prototypes of the happy path and edge cases for engineering teams.

User Experience & User Interface Designer

Bank of America Merrill Lynch Boston, MA

Nov 2016 - July 2017

Human-centered designed interfaces for personal investors using multiple branded platforms.

Partnered with business leaders and delivered user-centered digital concepts. Updated designs with detailed interactive documentation to share with the development team. (Axure RP)

Highly effective working with VPs, stakeholders, research, editorial partners and engineering teams.

User Experience & User Interface Designer

LogRhythm Boulder, CO

Mar 2015 – Nov 2016

Designed web application for customers to identify and respond to cyber security breaches.

Established user centered process of interviewing in-house security analysts, defined personas and led the process of employing UX standards and UI guidelines for the team.

Delivered detailed wire frames with mark ups for offshore development team. (OmniGraffle, Adobe CC)

User Experience & User Interface Designer

AIM Consulting, Contractor Denver, CO

Dec 2013 - Mar 2015

Pearson Education - Full-stack product designer using human-centered design approach for educational web application starting with branding, personas, task flows, wireframes and high-resolution prototypes. (Axure, Adobe Photoshop, Adobe Illustrator)

User Experience & User Interface Designer

Wall Street On Demand / IHS Markit / S&P Global Boulder, CO

Sep 2002 - Dec 2013

Designed visually stimulating information displays with live financial data in global markets to aid trading and investing for both retail and institutional clients. (Adobe CC)

Pitched and maintained national client relationships for financial user interfaces for high profile international clients including Goldman Sachs, Merrill Lynch, E*TRADE, TD Waterhouse and Fidelity.

Ability to collaborate with teams to deliver the highest quality interaction designs within established time-lines while meeting business goals and standards. (Adobe CC, Axure, Balsamiq, BaseCamp)

Education

Syracuse University, Bachelor of Arts Degree, Illustration & Graphic Design