

# Jeremy Smith

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*LinkedIn profile*

Over my past ten years in health care technology, I have navigated upstream from experience design and delivery to product strategy and enterprise innovation. Throughout this journey, I have advocated for the individual impacted by the decisions being made at each stage. As I've grown, my guidance has expanded into developing and changing mindsets of the teams I've worked for and the people I've led. In the past few years, my passions have evolved toward seeking opportunities to impact systemic improvements at scale.

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## **WORK EXPERIENCE**

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### **FEB 2023 – PRESENT**

Senior Director of Experience – Optum

My recent work has focused on developing our team for the level of work we are now required to support within the Strategy & Innovation team. The problems our company faces continue to grow in complexity and our work supporting high-level initiatives has a greater impact on enterprise outcomes. Accomplishments include:

- Team growth and development supported by creation of a skill grid assessment platform and training on systems thinking
- Support of Enterprise Partnerships, New Product Development, and Strategic Insights initiatives
- Ideation on the future of healthcare and quantified value of experiential outcomes
- Business development and management of multiple experience engagements across the enterprise

### **SEP 2020 – FEB 2023**

Director of Product Experience & Design – Optum

As our team scaled, my role as a manager and team leader allowed me to focus more on how our team enabled outcomes and delivered thought leadership for our clients. Accomplishments include:

- Clinical immersion program for instilling empathy in our leaders in support of a user-focused culture
- Provider portal supporting primary role responsibilities within employed and contracted physician groups
- Behavioral health app integrating behavioral health surveys with chatbot-guided digital health interventions, education, and voice journaling

### **FEB 2018 – SEP 2020**

Product Experience & Design Manager – Optum

My work evolved from execution toward strategy and transformation during this period, addressing the business and technical ecosystem dynamics of design and how product decisions and team processes funnel up to support enterprise priorities. Accomplishments include:

- Flows and designs for Genomics England rare genetic condition program consent
- Unified patient health management app condensing multiple experiences into one streamlined channel
- Care continuum creation for managing chronic conditions over time through numerous enterprise systems
- PRD for comprehensive virtual care delivery platform to support change in care delivery behavior by patients and providers during early-pandemic

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## *Work Experience Continued*

**AUG 2016 – FEB 2018**

Manager of UX/IX Design – Optum

This segment of my career focused on ways to influence client decisions in relation to the user experience, and manage a team of UX designers and researchers across multiple projects. Accomplishments include:

- Designed and built robust HTML/JS prototypes, paired with a custom-built JS library to provide automated guidance on build specifications, analytics, accessibility, content, and tie-backs to Agile capabilities and features
- Creation of conversation architecture and interaction patterns for chatbot support agents
- Patient and provider portals connecting regional health system care delivery and management

**AUG 2013 – AUG 2016**

Senior UI Designer – UnitedHealth Group

This role introduced me to the complexities of design within health care. During this time, I developed an interest in behavior change and the role of psychology and cognitive science in experiences. Accomplishments include:

- Next-generation wellness portals supporting members with programing for weight loss, smoking cessation, and benefit management
- Mobile experiences for Medicare & Retirement and Military benefit and care management
- Dashboards for business intelligence and healthcare economics
- Prototypes for early-stage solutions like telemedicine and healthcare consumerism

**MAR 2012 – AUG 2013**

Information Architect, UI Designer – FTD.com

**NOV 2009 – MAR 2012**

UX Specialist/Web Designer – GFX International

**JAN 2007 – NOV 2009**

Graphic Designer/Web Developer – BCN Communications

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## **SKILLS**

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- Leadership & Team Development
- Strategic Systems Thinking
- Digital Expertise
- Client Management & Communication
- Critical Thinking
- Growth Mindset

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## **EDUCATION**

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**2003 – 2005**

Portfolio Center – Graduate in Graphic Design & Art Direction

**2000 – 2002**

Indiana University – B.A., Fine Arts, Graphic Design

**1997 – 1999**

Jefferson Community College – A.A.S., Commercial Art & Advertising

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**2022**

Cornell University – Systems Thinking, Certificate Program