

EMILY FRIEDMAN, MID CPE

EDUCATION & CREDENTIALS

Cornell University

BS: Design &
Environmental Analysis –
Human Factors &
Ergonomics
1998

Pratt Institute

Master's Degree in
Industrial Design
2001

Certified Professional Ergonomist (CPE)

2009

Object-Oriented UX Masterclass

2021

EARLY EXPERIENCE

Consultant

Design Researcher/Human Factors Specialist

New York, NY
2009 -2011

Associate Ergonomist, Humanscale Corporation

New York, NY
2008 -2009

Product Analyst Consultant,

Consumer Reports
Yonkers, NY
2006 -2007

PORTFOLIO & PUBLICATIONS

See website:
emily-friedman.com

RECENT EXPERIENCE

Senior Design Strategist, Premera Blue Cross

Mountlake Terrace, WA

February 2022 – December 2022... June 2023 – July 2024

Leveraged customer insights to drive product, strategy, and sales decisions for the Independent Market, the BCBS Federal Employee Program, and Medicare Advantage lines of business.

- Led and conducted user research to understand and establish a vision for end-to-end customer experience.
- Engaged stakeholders using human-centered design methods to develop processes to improve customer experience or to mitigate the potential for customer dissatisfaction.
- Developed actionable recommendations to enhance the customer journey, improve Medicare Stars ratings and CAHPS scores, and for key performance indicators for business owners to track.

User Research & Design Lead, UW ALACRITY Center

Seattle, WA

November 2018 – January 2022

Lead the human centered design (HCD) effort of a multidisciplinary incubator to redesign the delivery of mental healthcare to improve reach and quality for underserved communities.

- Projects included: developing digital mental health apps, modifying existing evidence based psychosocial interventions (EBPIs), creating nonburdensome decision aids and training tools to enhance treatment usability and ensure quality delivery and scalability.
- Conducted first and secondary research, synthesized findings and actionable recommendations, sharing to diverse audiences in presentations and written reports.
- Managed the design team's daily activities and mentored 12 teams of grant awardees about how to incorporate HCD into their methodology to achieve their aims.
- Wrote and produced educational videos that the Center disseminates on research findings and key HCD methods.
- Oversaw the design of the visual identity of the Center's brand, website, promotional material, and social presence.

User Experience Research Consultant

Seattle, WA

May 2015 – November 2018

Provided strategic User Experience support to clients, including:

Blink UX- Supported a user experience (UX) consulting firm delivering research and design services specializing in digital products.

- Developed and executed a usability study of controllers, wayfinding and navigation inside an Augmented/Virtual Reality (AR/VR) environment.

Ladybug House- Participated in the strategic design of the nation's 3rd palliative care home and hospice for children.

- Collaborated with Seattle University's Dept. of Nursing to Conduct a needs assessment to determine the services needed to offer a place for respite and renewal to families and their children with life-limiting illnesses. This including interviewing with caregivers, siblings, and healthcare providers and overseeing the team's collection of data from across Washington through online surveys.

Design Researcher and Human Factors/User Experience Consultant, PATH (Program for Appropriate Technology in Health)

Seattle, WA

June 2013 – May 2015

Designed and executed the human factors/usability evaluations for vaccination delivery systems/devices and diagnostic apps.

- Developed use scenarios for the different environmental settings and immunization campaigns.
- Wrote reports for manufacturers containing design recommendations for future iterations and modifications for the IFUs (Instructions for Use) to improve their system's usability and reduce risk of error.

Senior Service Designer, Center for Innovations, Mayo Clinic

Rochester, MN

January 2011- March 2012

Worked with a multidisciplinary team within the Mayo Clinic to identify solutions for improving the experience and delivery of healthcare.

- Lead Designer of Mayo Clinic "Healthy Aging & Independent Living Laboratory" (HAIL): a site for focus groups, as well as for designing, prototyping and piloting new services and technologies. Worked with residents of continuing care residential communities and other community agencies.
- Conducted first and secondary research; presented findings in presentations, exhibits and written reports. Qualitative research methods included: ethnographic research, site immersion, stakeholder interviews and co-creation workshops.
- Facilitated workshops to foster a culture of innovation throughout the Clinic.