

## **Alissa Nedossekina**

Digital Product Designer | UX & Front-End Expert | Creative Lead

*Looking to apply creative energy, technical expertise, passion for problem solving and years of experience in front-end development and user-centered design to tackle design challenges in high-impact applications supporting complex workflows and data.*

### **SUMMARY**

- 17+ years of experience in graphic design and web development in roles that are both creative and technical. 8+ years leading UX design in medical data analytics and science support projects.
- Well-versed in all aspects of digital product development and UX: from user research, design thinking, storytelling, prototyping, visual design, and content modeling - to production-ready front-end code and end user testing.
- Key expertise: translating complexity of user needs, workflows and data into clean, intuitive, appealing UIs and rich, meaningful, enjoyable web experiences.

### **EMPLOYMENT HISTORY**

#### *User Experience Architect*

Purdue University, West Lafayette, IN — Aug 2015-present

1. Leading UX/UI design of REMEDI (<https://catalyzecare.org/remedi/>), a medical device data analytics platform used by clinicians in over 400 hospitals across 32 US states for patient safety improvement and benchmarking. Working with hospital users and data from IV pumps and other “smart” devices to propose, refine, document and prototype conceptual, visual and interaction design of the platform and its analytics apps. Delivering production-level UIs.
2. (From May 2018) In charge of UX strategy and design of OneSciencePlace.org, the new commercial application of the open source HUBzero® platform for scientific collaboration and simulation. Conducting user research with customer discovery team. Engaging developers, marketing and management team in design thinking sprints. Leveraging customer insights, user feedback and web analytics to create flow charts, wireframes and prototypes of new experience. Presenting concepts to stakeholders, advocating for users and evangelizing UX within the group.

#### *Senior Web Application Programmer*

ITaP RCAC, Purdue University, West Lafayette, IN — 2010-2015

Key design and core code contributor to the HUBzero® platform (<https://hubzero.org>). Major contribution is the platform’s data management and digital publishing solution, which enables researchers to collaborate, store and share data, and publish research findings.

#### *Web/Multimedia Management Specialist*

Discovery Park, Purdue University, West Lafayette, IN — 2006-2010

Designed and developed multiple key components of nanoHUB.org: a system for simulation tool contributions from user community, user feedback component, virtual economy and user

reputation systems, etc. Led the design of the Flash game-based learning *Generation Nano* website introducing nanotechnology concepts to K12.

**Web Designer** | Ensemble Travel Group, Vancouver, BC — 2004-2006

Delivered visual design and html coding of company's e-marketing, e-communications, public and intranet sites.

**Web Designer** | Air Canada, Montreal, QC — 2003-2004

Produced graphical content and web interfaces for AirCanada.com and partners: 2003 Destina.ca website revamp; web template design for 2004 AirCanada.com booking engine revamp, Air Canada Hotel Search section, 2004 Air Canada *webSaver* and *onAir* e-newsletters.

**Graphic Artist** | CE Network Inc., Toronto, ON — 2001-2003

Carried out and coordinated print marketing and web design projects.

## **EDUCATION**

- Purdue University, West Lafayette, IN, *Master of Science in Technology* — 2009
- ICARI Institute, Montreal, QC, *Diploma in Web Design* — 2003
- Moscow State Pedagogical University, Moscow, Russia, *Bachelor of Arts equivalent in Linguistics and Cross-Cultural Communication* — 2000

## **PROFFESIONAL DEVELOPMENT & VOLUNTEERING**

- Healthcare Leadership course, Health Informatics Master's program, Purdue Global, 2018
- UX Management: Strategy and Tactics Certificate, Interaction Design Foundation (IDF), 2018
- Mozilla Foundation Open Leadership Program Subject Expert (UX), 2018-present
- Mozilla Foundation Open Leadership Program Mentor, 2017
- Mozilla Foundation Open Leadership Certificate, 2016
- Technical Management Institute Certificate, Krannert School of Management, 2014
- Digital Analytics Fundamentals, Google Analytics Academy, online course, 2013
- Desktop Publishing Design Certificate, George Brown College, Toronto, ON, 2001

## **AWARDS**

**REMEDI Team Awards:** 2017 AAMI Foundation Health Care's Clinical Solution Award; 2017 Institute for Safe Medication Practices (ISMP) Cheers Award; 2018 IHI/NPSF Lucian Leape Institute Medtronic Safety Culture & Technology Innovator Award.

Purdue Bravo Award, Purdue IT, 2015

Purdue Special Merit Award, Purdue Discovery Park, 2007

## **SKILLS**

User Experience: User interviews, surveys - planning, recruiting, conducting, performing analysis; running design sprints with cross-functional teams; creating personas and user stories; wireframing, flowcharting, low-fidelity and interactive prototyping; visual design, design systems; content modeling, information design; stakeholder presentation and buy-in. Preferred tools: Axure RP, Adobe CS, Sketch, Pages, Keynote, Reveal.js, Google Docs, and sticky notes. Web Development: Proficient in HTML, CSS, JavaScript, D3.js, JQuery; PHP, MySQL, APIs, Git; responsive design, web standards, accessibility. Strong familiarity with ClojureScript + ReactJS, Docker, Solr. Productivity/Collaboration: Trello, Kanban, Slack, Lean/Agile. Experience in distributed teams, remote work. Foreign languages: French, Russian, basic Dutch.