# ALISHA TRUEMPER
### EXPERIENCE | CONTENT | ACCESSIBILITY

## PROFESSIONAL OVERVIEW

In my over 14 years of digital product design experience, my healthcare clients have been my most beloved, because reducing friction for employees or customers has a ripple effect throughout peoples' lives. I've nurtured multi-application flows from pilot to launch, and at the end my product owners and managers claimed my involvement made it the smoothest path to launch they had ever experienced.

## CONTACT

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## TECHNOLOGIES

**Design Tools**
- Figma
- Sketch
- Axure
- Adobe Creative Suite
- AWS Cloud
- Omnigraffle

**Research & Analysis Tools**
- Miro
- Mural
- User Zoom
- Google & Bing Analytics
- Optimal Workshop Suite
- Adobe Experience [Omniture]

**Accessibility Tools**
- NVDA
- JAWS
- WAVE [by WebAim]
- Axe [by Deque]

## SKILLS

**User Experience (UX)**
- Design Thinking
- UI & Interaction Design (IxD)
- UX Research
- Journey Mapping
- Process Design
- Component Library
- Experience Design
- Conversational (IVR)

**Content Strategy**
- Dynamic Content Management
- Navigation Design
- Information Architecture (IA)
- Search Engine Optimization
- Information Architecture (IA)
- Copywriting / Content Creation
- Content Governance
- Craft Training and Education

**Accessibility**
- Screen Reader Testing
- Keyboard-only testing
- WCAG Audit

**Business Analyst**
- Requirements Gathering
- Agile Process
- Documentation

## EDUCATION

- Webster University | M.A. | Media Communications | 2010
- Maryville University | B.A.| Media Communications: Digital Media Technology | 2007

# Magellan Health
### Experience Design & Accessibility Lead | 07.2024 - Now
User experience servant leadership over Magellan's provider and member portal experiences, and head of accessibility, responsible for nurturing site migrations, digital experience and content governance, and internal UX and AX trainings.

# USCitizenship.com
### Freelance UX Leader | 06.2024 - 07.2024
Conducted discovery research for new immigration services website redesign. Crafted and presented a completely fresh content strategy, tactical marketing strategy, navigation design, information architecture, and proto personas. Additionally, provided guidance on layout and internal cross promotion in collaboration with a visual designer.

# Bayer
### Expert UX/Product Designer (Temporary Contract) | 06.2022 - 01.2024
Returned to previous client, Monsanto/Bayer, as an expert UX on the *Pipeline: Assessments & Decisions* team, which performed UX/UI services across internal agile development teams as an embedded temporary resource.

***Product Trials & Positioning (PTP)*** is a report building application, whose users struggled with re-learning the environment every harvest season. I crafted solutions that would prevent the need for expensive training and one-on-one assistance, in addition to reducing the dependence on 3rd party tools.

I took on the ***Spatial Yield Analysis*** project to launch a new workflow for geospatial harvest data tracking across North America and Latin America. As we shifted from Phase I into Phase II, my product owners and project lead agreed that this was the first they had ever launched with so little rework and last minute pivots.

After my contract was extended another 6 months, I transitioned off PTP to ***Scout Mobile***, Bayer's first mobile app, which had seen minimal updates since its inception. In my role I identified new opportunities for enhanced engagement and new capabilities

**Tools:** Figma, Miro, Mural and User Zoom, DataDog, Aha!

# Mayo Clinic
### Senior Experience Designer (Temporary Contract) | 01.2022 - 06.2022
I provided the Voice of Mayo Clinic to an external vendor, and assisted in experience mapping, workshopping and conducting a survey to define a north star employee experience enterprise-wide. I also mentored a junior researcher through design and execution of a research study for expanding the desktop employee portal to a mobile experience.

**Tools:** Figma, Axure, Miro, Mural, User Zoom, DataDog, Jira

# 1904Labs
## Human-Centered Design Lead | 04.2018 - 01.2022
As a digital experience leader, I consulted on long term client engagements in healthcare, finance, and geospatial agriculture. As the UX resource on agile development teams, I designed visualizations for both user interfaces and non-visual experiences (example: call flows, processes diagrams). I constructed and tested interactive prototypes using Sketch, Axure, Figma, or Miro.

For **Monsanto** I was the Human-Centered Design Lead for a small agile team. I nurtured capability design and testing through the Design Thinking Framework, using lean methods.

The **Edward Jones** Project was a large site redesign where I contributed as a UX generalist while taking complete ownership of the accessibility analysis and testing.

**Centene** required AWS training, so that I could design telephony systems, which required visualizing call and chat flows with security and login functionality.

**Tools:** Figma, Sketch, Invision, Draw.io, Miro, FlowMapp, AWS, Jaws, Wave, Axe, Miro, Mural, Jira

# Evolve Digital Labs
## Digital Experience Manager | 05.2017 - 03.2018
As the Head of User Experience for the agency, I planned and executed the research needs, employing the *Jobs to Be Done* framework as the foundation for content strategy and mapping. I evaluated each client's needs individually and recommended solutions based on their needs, which may have included heuristic evaluation, navigation design, or live moderated end user testing.

**Agency Clients:** Maritz, Say Insurance, Alamo (Enterprise Rent-A-Car), Soft Surroundings, Store Supply Warehouse, Merck Manuals, CableOne, Farm Journal, etc.

# Hot in the Kitchen
## UX Analyst (Temporary Contract) | 11.2016 - 01.2017
For HITK I took a deep dive into their client – Tucker Allen's – customer data and conversion path. I provided analysis, identified personas, and recommended next steps to improve the cognitive experience for engaging with their legal services.

# Perficient XD
## Sr. Business Consultant | 07.2014 - 09.2016
As a consultant for Perficient's Digital Agency, I have engaged consulting clients based on the project needs as a UX architect/researcher, content strategist, or information architect.

**Client Projects:** Tractor Supply, Bass Pro Shops (Tracker Marine), Franklin Templeton Investments, Medtronic, Baptist Health, Bright Horizons, Thomson Reuters, etc.

# Scottrade, Inc.
## Search Marketing Analyst | 05.2011 - 07.2014

# tSunela, LLC.
## Digital Marketing Specialist | 06.2007 - 03.2011

## PRESENTATIONS & PUBLICATIONS

**2023** | **Design Thinking** - Rosati Kain | CannonDesign
**2018** | **Axure Training Series** | 1904Labs
**2015** | **Perficient Spark Blogs & Presentations:**
- How the Perception of Effort Impacts Content Marketers
- Calculating Delivery for 7 Levels of Content Editing

**2014** | **The Marriage of SEO & UX -** STLUX Conference *SlideShare Award Winner*
**2013** | Scottrade SEO Training Series: SEO 101, Duplicate Content, etc.
**2012** | **SEO for Entrepreneurs Roundtable** | Saint Louis University

## CONTINUED TRAINING & EDUCATION

- Deque University | Accessibility Courses & AxeCon | 2025

- AWS Connect: Cloud Practitioner | Amazon Web Services | Dec.2020

- Design Thinking Practitioner | IBM | Nov.2020

- WCAG Testing for Accessibility | The Paciello Group (TPIG) | Feb.2019

- Information Architecture |Nielsen Norman Group UX Conference | Apr.2016

- Wireframing & Prototyping |Nielsen Norman Group UX Conference | Apr.2016

- Searchlight Certification | Conductor | Sept.2013