

JESSAMYN (JESSIE) SMALLENBURG

Healthcare UX Researcher & Designer

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PROFESSIONAL SUMMARY

Healthcare UX Researcher and Designer with 12+ years of experience across healthcare, automotive, government, and enterprise domains. Summa Cum Laude graduate of Wayne State University's M.S. in Community Health Education, complementing an earlier M.S. in Information (Human-Computer Interaction specialization) from the University of Michigan. Direct clinical workflow experience gained as a Medical Procedures Unit volunteer at Michigan Medicine. Combines usability, human factors, and interaction design expertise with public health knowledge to improve digital healthcare experiences for patients, clinicians, and communities.

KEY HIGHLIGHTS

- M.S. Community Health Education, Wayne State University — 4.0 GPA, Summa Cum Laude, 2026
- Certified Health Education Specialist (CHES), 2026
- Certified Associate in Healthcare Information and Management Systems (CAHIMS), 2025
- Medical Procedures Unit volunteer, University of Michigan Health System (2024–2025) — direct clinical workflow experience
- Recipient of three Wayne State graduate scholarships, including the Graduate Professional Scholarship and the Professor Steven Singleton Endowed Scholarship, 2025
- CITI Social & Behavioral Research and Responsible Conduct of Research (RCR) certifications, 2023
- Mentored junior team members in usability analysis, reporting, and stakeholder communication (Verint, 2019–2022)
- Two issued U.S. patents in a safety-critical automotive context (Ford Motor Company), issued 2021, plus 3 published technical papers

EXPERIENCE

UX Professional | Healthcare Portfolio Development | Independent

Southfield, MI • Remote • May 2026 – Present

- Building a targeted portfolio of AI-powered healthcare UX projects — EHR clinical documentation redesign, healthcare benefits usability study, trauma-informed clinician/caregiver software — following graduate studies in Community Health Education.

Professional Development: Graduate Studies in Public Health & Community Health Education | Career Transition

Detroit Metropolitan Area • Aug 2022 – May 2026

- Pursued full-time graduate study and clinical volunteering (Medical Procedures Unit, University of Michigan Health System) to build expertise for a transition into healthcare UX — M.S. in Community Health Education (Summa Cum Laude), plus CAHIMS and CHES credentials.

Usability Analyst | Verint Systems, Inc.

Remote / Ann Arbor, MI • Oct 2019 – Aug 2022

- Conducted user research and heuristic evaluations to improve accessibility and usability of public-facing websites and intranets for government, medical, retail, and justice-sector clients, applying accessibility guidelines to recommend inclusive design improvements.
- Analyzed user sessions using session replay technology and digital behavior analytics, synthesizing findings into actionable recommendations that directly informed design decisions and enhanced user experience across client platforms.
- Authored detailed technical usability reports over three years and mentored junior team members on usability analysis, reporting, and session replay methods, earning consistent client praise — particularly from healthcare clients — for clear, actionable recommendations.

User Experience Research Engineer | Ford Motor Company

Dearborn, MI • Jul 2016 – Mar 2019

- Integrated user-centered design and research methodologies into engineering workflows for connected vehicle and infotainment projects within Ford's R&A EESE department, developing early feature concepts via storyboards, wireframes, and Axure RP prototypes.
- Led usability testing — including a vehicle buck study and a 30-participant F-150 study — with behavioral insights directly shaping iterative design refinements that improved infotainment usability and driver satisfaction.
- Contributed to two issued U.S. patents (Predicting Pedestrian Behavior, No. 10,971,003; Location Tagging for Ubiquitous Access, No. 10,949,483) and authored three technical papers published in Ford's R&A EESE research library.
- Applied human factors principles to evaluate infotainment interaction design against automotive safety requirements, documenting findings and recommendations for R&A teams and senior leadership.

Usability Engineer | Tyler Technologies

Troy, MI • Feb 2014 – Feb 2016

- Planned and facilitated usability studies for public safety records management software, delivering insights that drove product enhancements within an Agile development process; created the application's Style Guide (wireframes, mockups, accessibility standards).
- Led persona development and card sorting sessions that structured navigation architecture early and were validated as effective during usability testing.

Senior Usability Specialist | Blue Cross Blue Shield of Michigan (via RIIS LLC)

Detroit, MI • Feb 2013 – Sept 2013

- Designed high-fidelity wireframes and interactive iRise visualizations mapping the user journey from the Blue Cross site into the ACA Federally Facilitated Marketplace, helping stakeholders validate enrollment interactions ahead of launch.
- Created wireframes for a new "Health Insurance 101" section and developed a Member Portal redesign plan to strengthen self-service capabilities.

User Experience Designer | UnitedHealth Group

Southfield, MI • May 2012 – Nov 2012

- Led a proof-of-concept wireframe suite and interactive prototype for a novel healthcare service discovery tool, including a mobile application concept promoting healthier eating habits; developed personas through in-depth user analysis.
- Built high-fidelity Axure prototypes used in formal usability testing at company headquarters.
- User feedback from testing directly drove rapid iteration on the concept, sharpening its direction ahead of stakeholder review and informing next steps for the tool's development.

Early Career | Cengage Learning · Nexient (Systems in Motion)

Farmington Hills & Ann Arbor, MI • 2010 – 2013

- Cengage Learning, User Experience Researcher (2013): Led 10 usability/contextual inquiry sessions on the Artemis Literary Database and designed interaction flow maps for Cengage's collaboration with the Smithsonian Institution, directly informing product and content strategy decisions.
- Nexient, Web Developer & Usability Analyst (2010–2012): Applied UX best practices to the Best Buy mobile website (HTML/CSS) and conducted heuristic evaluations for client Abercrombie & Kent, improving usability and task success across both platforms.

EDUCATION

M.S., Community Health Education — Wayne State University

Detroit, MI • Graduated May 2026 • 4.0 GPA, Summa Cum Laude

Coursework: Program Planning & Evaluation, Measurement & Evaluation, Grant Writing, Health Equity, Health Communication, Implementation Science. Additional study: Purdue University — Epidemiology, Biostatistics, Health Behavior Theory (2023); Schoolcraft College — Medical & Cultural Anthropology (2024).

M.S.I., Human-Computer Interaction — University of Michigan, School of Information

Ann Arbor, MI • 2010

Relevant coursework: Contextual Inquiry & Project Management, Interface & Interaction Design, Evaluation of Systems and Services, Information Architecture.

Graduate Internships: Usability Scientist (Life Sciences Institute); Website Designer & Administrator (Health Sciences Scholars Program).

B.A., Psychology — University of Michigan

Ann Arbor, MI • 2005

SKILLS & COMPETENCIES

Tools: Figma, Cursor, Framer, Lovable, Claude, ChatGPT, Axure RP Pro, iRise, Canva, Adobe Creative Suite

Healthcare & Domain: Healthcare UX & Human Factors, Patient Experience Design, Regulated Systems (HIPAA, WCAG), Clinical Workflows, Health Equity & Literacy, Health Informatics, Program Evaluation

Research Methods: Usability Testing, Contextual Inquiry, Heuristic Evaluation, Card Sorting & Tree Testing, Surveys & Data Analysis, Personas, Journey Mapping, Competitive Analysis, Session Replay & Behavioral Analytics

Design & IA: Wireframing, Prototyping (Low/Hi-Fi), Interaction Design, Information Architecture, Design Systems

Professional: Stakeholder Communication, Cross-Functional Collaboration, Mentoring, Data Synthesis & Reporting, Agile/Scrum, AI-Assisted Research & Responsible AI Use