

AMANDA RAE KENNEDY

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Availability: August 15, 2022

Job Type: Permanent, Telework

Schedule: Full-Time

Desired Locations: United States - Washington-Baltimore-Arlington or remote

Citizenship: United States

Veterans' Preference: None

Portfolio Website: <https://www.amanda-kennedy-ux.com/>

“Work” section password: Nava2021

WORK EXPERIENCE:

Nava

Washington, DC, United States (have primarily worked remotely from Savage, Maryland since March 2020)

Designer/Researcher - 08/2019-present, Hours/week: 40

Nava is a digital services agency that partners with federal, state, and local government to create services that are simple, accessible, and effective for all.

DUTIES AND RESPONSIBILITIES: Led and collaborated on service design and user research projects and initiatives in agile environments with cross-functional teams of product managers, project managers, designers, engineers, and content strategists to deliver government services across two contracts. From August 2021 to present, I have supported the Commonwealth of Massachusetts's Paid Family and Medical Leave program. From August 2019 to August 2021, I supported the Centers for Medicare and Medicaid Services (CMS) cloud modernization effort, CMS Cloud, via the Cloud Navigator Services contract.

USER RESEARCH AND USABILITY TESTING

- Applied mixed-methods approach to create, socialize, and apply user archetypes of developer teams onboarding to CMS Cloud, which have been used to build trust with stakeholders and guide development of cloud support models and service offerings.
- Led discovery user research sprints with developers, information system security officers (ISSOs), cyber risk advisors, and subject matter experts to understand CMS's compliance ecosystem, inform user experience and launch strategy, and foster cross-agency collaboration for Compliance as a Service (CaaS) tool. Collaborated with designers, product manager, project manager, engineers, and content strategist to prepare for soft launch of Compliance as a Service tool. Our research led to product

improvements and had ripple effects across the agency in other ways: fostering collaboration on similar tools rather than competitiveness and informing ISSO curriculum for agency-wide Workforce Resilience Initiative.

- Led usability testing with Massachusetts healthcare providers who fill out the Certification of Your Serious Health Condition form for Paid Family and Medical Leave applicants, with the goal of streamlining the existing form content and reducing form errors so that the Department of Family and Medical Leave can reduce the number of Requests for Information (RFIs) and help employees get leave sooner. Recommendations to the Department's policy team led to cutting out one full page of the form, getting rid of requiring initials on each page, and clarifications around leave related to pregnancy.

SERVICE DESIGN

- Streamlined our CMS Cloud application teams' path to operations and maintenance in the cloud by redesigning the information intake process, ultimately eliminating onboarding questions across four touchpoints from 67 to 30 information fields, as well as completely eliminating two forms.
- Co-created technical roadmap and growth strategy based on stakeholder and observational research to prepare to migrate a set of high-value, high-impact customers to CMS Cloud.
- Developed a journey map based on interviews with internal team members, such as product owners, engineers, and information systems and security officers, that detailed the onboarding journey for developer teams migrating or building their application in our Microsoft Azure for Government (MAG) region in CMS Cloud. Used journey map to identify areas where onboarding differed in comparison to our AWS FISMA Moderate region, and partnered with our Cloud Navigator team to develop and concept test materials for onboarding to Microsoft Azure for Government, including a Cloud Navigator Handbook so that our Cloud Navigators could be set up for success in supporting developer teams onboarding to Microsoft Azure for Government.
- Established service design community of practice at Nava as part of the first set of co-leads. Led design, business development, and other functions in defining, building capacity for, and implementing service design knowledge, techniques, tools, patterns, and expert advice within service delivery, rooted in accessibility standards.
- Contributed to the CMS case study within Nava's 2020 Public Benefit Report to the public that detailed the value of building human-centered infrastructure.

USER EXPERIENCE DESIGN

- Created prototypes for a new tax feature and conducted concept testing with Massachusetts Paid Family and Medical Leave claimants who had received paid leave in the past calendar year. Navigated an ambiguous tax landscape with design, technical, and policy tradeoffs. My exploratory work led to the program shipping a tax withholding feature on their portal and tax content on the Commonwealth's website, Mass.gov.

COLLABORATION WITH CROSS-FUNCTIONAL TEAMS AND STAKEHOLDERS

- Co-created a benchmarking initiative with Massachusetts Paid Family and Medical Leave program executives and other cross-functional stakeholders. Brought these stakeholders into the process and served as a thought partner. Facilitated workshops with stakeholders to identify and decide on key metrics and milestones to measure across the claimant journey. Developed a high-level customer experience (CX) and benchmarking strategy that emerged from stakeholder workshops, with the intention of launching two separate survey efforts: a milestone-based Customer Effort Score (CES) survey, and a Customer Satisfaction (CSAT) survey that covered claimants' holistic paid leave experience. Developed and operationalized implementation plan for benchmarking initiative with stakeholder input that contained practical project steps and considerations to get there.
- Partnered with developers on CMS Cloud to make sense of an ecosystem of complex connected systems and processes and enable new ways of working in the cloud. Collaborated with infrastructure engineers to develop a backend workflow including a reusable Infrastructure as Code Terraform script to deploy infrastructure and integrate CMS Cloud shared services so that CMS teams can onboard to the cloud sooner.

COACHING AND MENTORSHIP

- Mentored a junior designer who joined the Massachusetts Paid Family and Medical Leave program. Offered actionable advice, frameworks, and guiding questions for navigating complex design and research projects, and invited them to collaborate on the benchmarking project with discrete tasks.
- Coach government partners across CMS and Massachusetts on best practices in human-centered design, user research, and service design.

TECHNICAL SKILLS

Provided strategic service design and user research with skills in partnership building, stakeholder management, facilitation, usability research, user interviews, contextual inquiries, observational research, and participatory workshops. Experience with the creation, design, and delivery of digital products, platforms, systems, and services. Worked on cross-functional programs and teams that used Slack, Atlassian (Confluence, Jira, Trello), Figma, Sketch, Mural, Miro, pattern libraries in Storybook, Google Drive, MS Office Suite (Word, Excel, Power Point, SharePoint), and/or Teams.

SELECTED WORK

- Using Archetypes to Guide Cloud Adoption:
<https://www.amanda-kennedy-ux.com/archetypes>
- Streamlining the Onboarding Process to CMS Cloud:
<https://www.amanda-kennedy-ux.com/streamlining-onboarding>
- Fostering Cross-Agency Collaboration on Continuous Compliance:
<https://www.amanda-kennedy-ux.com/continuous-compliance>

- Nava Public Benefit Report 2020, CMS section:
<https://www.navapbc.com/public-benefit-reports/2020/#cms>

Carnegie Mellon University, Human-Computer Interaction Institute

Pittsburgh, PA

Research Assistant - 05/2018-08/2018, Hours/week: 40

The Human-Computer Interaction Institute is a living laboratory that investigates the relationship between computer technology, human activity and society.

DUTIES AND RESPONSIBILITIES: Applied user research skillset to a rigorous academic setting. Worked on a project sponsored by the Chan-Zuckerberg Initiative to understand root causes of the achievement gap in the greater Pittsburgh region K-12 schools that eventually would propose and develop a technology-enabled solution.

USER RESEARCH

- Recruited, conducted and took notes for 15 interviews with K-12 and higher education stakeholders to understand users' needs and context that would inform the development of a technology-enabled solution.
- Collaborated with the Principal Investigator to shape and execute transcription coding efforts to synthesize findings from our interviews.

TECHNICAL SKILLS: Provided strategic user research with skills in partnership building, stakeholder management, facilitation, user interviews, contextual inquiries, coding for synthesis, and participatory workshops. Worked on cross-functional programs and teams that used MS Office Suite (Word, Excel, Power Point).

Lanternalia

Pittsburgh, PA

Founder, user researcher - 10/2017-08/2018, Hours/week: 15-40

Lanternalia is a user experience research and content strategy consultancy that I founded to help companies make smart product decisions by understanding their end users' needs and context and how they interact with their products and services.

DUTIES AND RESPONSIBILITIES: I marketed, proposed and led end-to-end user research and content development projects with clients remotely to uncover user needs, generate actionable

insights that translate to impactful product decisions, and create content to demonstrate how client products can add value to users' lives.

USER RESEARCH AND USABILITY TESTING

- Created detailed research briefs for project objectives, timelines, deliverables, and pricing.
- Led client-facing consulting projects.
- Translated project goals and research questions into well thought-out research plans.
- Received buy-in from client stakeholders to invest in user research.
- Modeled how to include client stakeholders in the user research process.
- Led the development of user research and user-centered design of digital products and services.
- Led the development of content for web and digital products.
- Identified user and organizational needs through formal interviews, informal conversations, contextual inquiry, workshops, and analytics research.
- Created artifacts to communicate what we learned in a way that resonates with key client partners, and told compelling stories drawn from research to build shared understanding and collaborative decision making.
- Delivered recommendations that framed next steps for new system implementation and user experience design.
- Evaluated results of analysis and design by other organizations.

TECHNICAL SKILLS

Provided strategic user research with skills in partnership building, stakeholder management, facilitation, usability research, user interviews, contextual inquiries, and observational research. Experience with the creation, design, and delivery of digital products, platforms, systems, and services. Worked on cross-functional projects that used Slack, Google Drive, and Respondent.

Unemployed - 07/2017-10/2017

Addapp

San Francisco, CA

User Researcher - 09/2015-07/2017 - Hours/week: 40

Addapp is a digital health startup that launched two apps: Addapp, which provides insights from health and fitness app and wearable data, and most recently, Therachat, a HIPAA-compliant application that connects therapists and their clients in between sessions, with the goal of improving homework adherence and client outcomes.

DUTIES AND RESPONSIBILITIES: I employed various qualitative and quantitative user research methods to understand users' health and wellness needs and drive key product decisions and built and managed the company's user research processes from the ground up.

USER RESEARCH AND USABILITY TESTING

- Led exploratory and evaluative end-to-end user research projects that drove key product decisions as the company's first researcher.
- Translated project goals and research questions into well thought-out research plans.
- Managed the interviewing processes for user research participants: 100+ mental health therapists and 50+ people who experience anxiety.
- Collaborated with company stakeholders to gather 200+ insights through user research projects that drove key product decisions in an agile environment.
- Created journey maps and personas to help product, engineering, and design teams develop a product based on real user needs.

COLLABORATION WITH CROSS-FUNCTIONAL TEAMS AND STAKEHOLDERS

- Modeled how to include client stakeholders in the user research process.
- Led and collaborated on research deliverables with our remote cross-functional team to share learnings, encourage user empathy, and advocate for the value of human-centered design within the team.
- Delivered user research recommendations that framed next steps for new system implementation and user experience design by telling compelling stories drawn from research to build shared understanding and collaborative decision making.
- Obtained buy-in from Addapp stakeholders to effect change of organizational human-centered design processes.

PRODUCT DESIGN

- Led 10 week-long research sprints with 50 participants that helped the company decide on a new product to develop: Therachat, a chatbot-powered platform for mental health therapists and their clients.

TECHNICAL SKILLS

Provided strategic user research with skills in partnership building, stakeholder management, facilitation, usability research, user interviews, contextual inquiries, and observational research. Experience with the creation, design, and delivery of digital products, platforms, systems, and services. Worked on cross-functional projects that used Slack, Google Drive, Respondent, Ethnio, and Keynote.

Wellness Content Creator - 02/2015-09/2015, Hours/week: 40

DUTIES AND RESPONSIBILITIES: I led the development of content for the Addapp app, web site, blog, and email newsletters.

CONTENT DESIGN

- Managed the strategy and implementation of UX writing within Addapp app, blog, and marketing collateral.
- Researched, wrote and edited data-driven health and wellness content for over 200 insights that users received in the Addapp app.

TECHNICAL SKILLS

Problem Solving, Content Strategy, UX Writing, Editing, Strong Verbal and Written Communication Skills. Worked on cross-functional projects that used Slack, Google Drive, Respondent, Ethnio, and Keynote.

Franklin and Marshall College

Lancaster, PA (worked remotely from Oakland, CA)

Copy Editor - 06/2014-11/2014, 07/2015 - 01/2016, Hours/week: 2-10

Franklin & Marshall College is a residential college dedicated to excellence in undergraduate liberal education.

DUTIES AND RESPONSIBILITIES: I provided editorial guidance and changes for two issues of F&M Scientist, a journal devoted to the publication of scholarly accounts of alumni research and reviews of research areas by Franklin & Marshall College alumni.

COPY EDITING

- Copy edited 12 complex scientific journal articles across two issues.

TECHNICAL SKILLS

Editing, Content Strategy, Strong Verbal and Written Communication Skills. Worked on a team that used MS Office Suite (Word, Excel, Power Point).

Hampton Creek

San Francisco, CA

Communications Coordinator (Contract Position) - 10/2014-02/2015, Hours/week: 40

Hampton Creek, now known as Eat Just, Inc., is a food and technology company that is bringing healthier and more affordable food to everyone, everywhere.

DUTIES AND RESPONSIBILITIES: I managed communication and shipment efforts between Hampton Creek and the blogging community, media outlets, and customers.

COMMUNICATIONS

- Pitched 200+ bloggers to review Hampton Creek products on their web sites.
- Managed communications with bloggers.
- Coordinated shipment of samples to bloggers, major news outlets and publications.
- Responded to 300+ customer service inquiries by phone, e-mail, and social media.

TECHNICAL SKILLS: Problem Solving, Pitching, Customer Service, Communications Strategy, Strong Verbal and Written Communication Skills. Worked on a team that used Google Drive, Twitter, Salesforce, and a CRM tool.

Ice Cream Jubilee

Washington, DC and briefly remote in Oakland, CA

Communications Specialist (contractor) - approximately 05/2014-08/2014, Hours/week: 1-5

Ice Cream Jubilee has scoop shops and products that can be found in grocery stores, specializing in imaginative ice cream flavors with local cream.

DUTIES AND RESPONSIBILITIES: I supported the founder with social media and brand content and helped serve ice cream at tasting events leading up to the launch of the first scoop shop.

CUSTOMER SERVICE

- Shared the Ice Cream Jubilee story and provided tastings of Ice Cream Jubilee flavors at local events with a cheerful demeanor and passion for the product.

CONTENT CREATION

- Developed social media content and ice cream flavor guide to train new hires.
- Shared best practices with employee who become my replacement.

TECHNICAL SKILLS

Customer Service, Storytelling, Strong Verbal Communication Skills.

Jeni's Splendid Ice Creams

Washington, DC and San Francisco Bay Area, CA

Demo Specialist (Contractor) - 10/2013-12/2014, Hours/week: 1-5

Jeni's is a certified B Corporation and multi-channel ice cream retailer with 34 company-owned scoop shops at the time, a robust e-commerce presence, and national distribution at groceries across the country.

DUTIES AND RESPONSIBILITIES: I gave tasting demos of Jeni's products at grocery stores and specialty markets in the DC metro region and San Francisco Bay Area.

CUSTOMER SERVICE

- Shared the Jeni's story and provided tastings of Jeni's Splendid Ice Creams flavors at local grocery stores with a cheerful demeanor and passion for the product.

TECHNICAL SKILLS

Customer Service, Storytelling, Strong Verbal Communication Skills.

Anchor Media

Washington, DC

Associate - 12/2013-02/2014, Hours/week: 20

Anchor Media is a social media marketing agency that engages client communities and establishes trusting relationships.

DUTIES AND RESPONSIBILITIES: I led social media content creation and monitoring for various Anchor Media clients.

COMMUNICATION AND STORYTELLING

- Created monthly social media content calendars, engaged in conversations with followers, and conducted influencer outreach for national and local client social media accounts.

TECHNICAL SKILLS

Customer Service, Storytelling, Strong Verbal Communication Skills.

United Nations Foundation - Washington, DC

Public Affairs Intern - 07/2013-12/2013, Hours/week: 40

The United Nations Foundation links the UN's work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations.

DUTIES AND RESPONSIBILITIES: I worked on the communications team for Girl Up, a campaign to advance girls' skills, rights, and opportunities to be leaders.

COMMUNICATIONS AND STORYTELLING

- Managed the @GirlUp Twitter handle, which had 60,000+ followers, and grew following by approximately 10,000 followers.
- Wrote weekly “Fab Female Friday” blog posts for the Girl Up blog.
- Created content for a Girl Up microsite in celebration of International Day of the Girl.

TECHNICAL SKILLS

Problem Solving, Storytelling, Content Strategy, Strong Written and Verbal Communication Skills.

EDUCATION:

Carnegie Mellon University

08/2018-08/2019

School of Computer Science

Master of Human-Computer Interaction Cumulative GPA: 3.71

Pittsburgh, PA

Selected Coursework : Service Design, Design and Policy for Humanitarian Impact, From Postal Networks to Community Places; Policy Innovation Lab, Capstone with Boulder Crest, a veterans organization

Bryn Mawr College

08/2009-05/2013

Bachelor of Arts in English with a Concentration in Creative Writing

Magna Cum Laude, Cumulative GPA: 3.75

Bryn Mawr, PA

VOLUNTEER WORK

PGH Lab, City of Pittsburgh - Pittsburgh, PA

PGH Lab is a city-led program that connects local startup companies with the City of Pittsburgh and local authorities to test new products and services in a real world environment for three to four months.

Mentor - April 2018

- Provided user experience mentorship to a startup involved in a program led by the City of Pittsburgh's Department of Innovation and Performance.

TECHNICAL SKILLS

Problem Solving, Design thinking, Active Listening, Strong Written and Verbal Communication Skills.

Inclusive Innovation Week - Pittsburgh, PA

Inclusive Innovation Week is an annual event established by the City of Pittsburgh as an opportunity for local organizations and businesses to come together and showcase their vision for inclusion in Pittsburgh.

Panel Creator and Facilitator - April 2018

- I created and facilitated a panel for Inclusive Innovation Week called "Co-designing the Future of Pittsburgh Together", which highlighted organizations who are uniquely engaging community members in their design and implementation process. In the spirit of co-design, I encouraged each panelist to invite a community member to speak on the panel with them.

TECHNICAL SKILLS

Facilitation, Storytelling, Active Listening, Community Engagement, Marketing, Strong Written and Verbal Communication Skills.