

Bill Blansett

User-Centered Tech Leader

billblansett.com

Summary

Working in various industries and with multiple clients, I've enjoyed participating and creating technology focused teams that plan and deliver results. I know the user experience is at the center of every successful implementation, and users want fast, efficient, and easy-to-use solutions. My approachability, quiet confidence, and extensive project experience allow me to build rapport and form relationships quickly, assess needs and skills thoroughly, and communicate succinctly with both internal and external stakeholders.

While creating and leading engaged technology teams is a natural talent, I'm also a skilled:

- Public speaker
- Critical thinker & strategist
- Experience creator
- Innovator
- Project planner
- Meeting leader
- Marketing & technical writer
- Graphic designer

Experience

Technology Leader, Instructional Designer, & IT Analyst

Senior Consultant – Radiology & Cardiology Instructional Designer

Northwestern Medicine – Kishwaukee	DeKalb, IL	2016-2017
Hartford Healthcare	Hartford, CT	2016
Partners Healthcare	Boston, MA	2014-2015
University of Maryland	Baltimore, MD	2012
Maricopa Integrated Health	Phoenix, AZ	2011 to 2012

- Conducted workflow analysis and validation sessions with SMEs
- Created entire application training program during high-pressure crunch time prior to Go-Live
- Directed a team of trainers focusing on workflow and presentation style
- Built a training and playground environment to ensure user proficiency
- Led in-class and shoulder-to-shoulder training for all departmental users

Director, Advisor Experience promoted from Consultant, Advisor Development

CUNA Brokerage Services Inc.	Madison, WI	2013 to 2016
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- Recognized as the leading software spokesperson to internal audiences, prospective programs, and current clients considering a vendor conversion
- Prioritized user-requests and vendor-enhancements with understanding of interrelated complexities
- Coordinated with technical analysts to identify and resolve data architecture and data integrity issues
- Strategized with partners to ensure supporting communication, marketing and training plans aligned with the project roadmap
- Had decision authority and ownership of the technology platform

At a Glance

Industry Experience

- 5 years in the healthcare industry
 - Epic Certified
 - Radiant
 - Cupid
 - MyChart
- 3 years in the financial services
- 2 years in event marketing

Management Skills

- Team building
- Project planning
- Vendor relations
- Agenda creation
- Mentoring of others
- Staff training
- Brainstorming & strategizing
- Facilitation of complex discussions

Technical Skills

- Workflow analysis
- Software testing & documentation
- LMS management
- Adobe Creative Suite
- Adobe Captivate
- Audacity
- Microsoft Office Suite
- MailChimp

Presentation & Creative Skills

- Oscar Mayer Hotdogger - Wienermobile Representative
- Wedding DJ
- Photographer

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Consultant - MyChart Technical Support Analyst

Resurrection Health Care Chicago, IL 2012

- Provided end-user and patient support for a web-based patient portal including releasing results, physician messaging, patient activation, and proxy configuration
- Maintained web files and servers including a new version upgrade
- Collaborated with additional application teams to implement MyChart at each rollout facility
- Analyzed Meaningful Use criteria related to MyChart (H117/118)

Corporate Trainer

Epic Systems Verona, WI 2008 to 2010

- Trained radiology and cardiology executives, physicians, project managers, PACS administrators, technologists and other roles on unique software workflows and technical configuration
- Completed the Trainer's Education Plan, a series of workshops leading to successful classroom management
- Created curriculum including lesson plans and review exercises to address a variety of adult learning styles
- Scripted, recorded, and produced interactive eLearning modules in Captivate
- Researched, organized, and presented new software enhancements for New Version Training (NVT)
- Recognized as a key team member to organize and add excitement and interest to the division meeting

Corporate Communicator, Public Relations Specialist, and Brand Ambassador

Senior Hotdogger

Kraft Foods – Oscar Mayer Madison WI 2006-2008

Wienermobile Tour

- Selected from over 1,200 applicants to drive a 27 ft. hotdog around 30+ states
- Extensively trained in team building, media relations, crisis management, and special event planning
- Wrote press releases, conducted interviews, and tracked media hits
- Traveled an average of 500 miles/week on the hotdog highways spreading miles of smiles

Something Big is Coming Tour

- Lead presenter in a pre-consumer marketing campaign to introduce Mini Hotdogs and the Mini Wienermobile
- Interviewed with Good Morning America, the New York Times, and various other media
- Initiated discussion for a travel blog and social media community for campaign follow-thru
- Managed travel logistics for semi-truck promotional vehicle and driver

Education

B.A. Penn State University
Advertising

Coursework University of Pittsburgh & California University of Pennsylvania
Pascal, Fortran, Basic, C++, Visual Basic

Coursework University of Wisconsin Small Business Development Center
Small Business: The Fundamentals