

Akou Dossa

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PROFILE

Product designer with a user-centered design and human factors engineering focus. Collaborator experienced in working with stakeholders to gather requirements identify unmet needs and make fact-driven design decisions. Proven innovator for mobile and responsive solutions within agile, multi-disciplinary teams.

EDUCATION

Wright State University

M.S. Industrial and Human Factors Engineering

Wright State University

BSc. Biomedical Engineering

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

SKILLS

- User Interface Design
- Usability
- Information Architecture
- User Interface
- Interaction Design
- User-centered Design
- Agile Methodologies
- Experience Design
- User Experience Design
- Requirements Gathering
- Strategy
- Project Management
- Mentoring
- Business Analysis
- Leadership
- Wireframing
- Prototyping
- Contextual Inquiry
- Process Improvement
- Program Management
- Strategic Planning

TOOLS

- Axure
- ForeSee
- WebTrends
- Qualtrics
- UserZoom
- JavaScript, CSS, and HTML

WORK EXPERIENCE

Lead UX Designer, October 2015 to Present

Blue Cross Blue Shield of Michigan - Detroit, MI

- Drove design of the member portal, a customer-facing secure application that serves 4+ million users.
- Led all aspects of design for the transformation of the site into a fully responsive and accessible application.
- Managed and directed a UX portfolio of over 30 web initiatives across Blue Cross Blue Shield of Michigan's digital properties.
- Drove research, experience, design, and testing of the responsive and accessible applications in an Agile environment.
- Created user flows, wireframes, and directed user interface design delivery for over 10 web products across the Blue Cross portfolio
- Directed the consumer experience and design delivery for complex responsive products.
- Participated in all aspects of the design process, from strategic work and product planning to research and conception to detailed design and prototyping.

Recruited, led, and mentored a team of junior and senior designers.

Senior User Experience Designer, January 2013 to August 2015

UnitedHealth Group - Southfield, MI

- Created user flows, wireframes, and directed user interface design delivery for Optum Care, Optum's first Local Care Delivery suite of care management.
- Drove ethnographic research, strategy, and design concept creation for behavioral health support internal contact center.
- Performed primary user research to determine user needs, motivations, and experience recommendations for private alternatives to health insurance exchanges.
- Created high-level and detailed application user flows, architecture, and wireframes.
- Responsible for high-level business, product, and user experience strategies for new clients.
- Created and led user interviews, interactive group discovery exercises, and supporting ethnographic and market research studies.
- Established new UX methodologies to translate research into actionable recommendations and strategies to meet business ROI and user goals.
- Delivered visual user story maps, site maps, high-level IA, content strategy, infographics, and product wireframes for websites, mobile apps, custom software, and physical space design.

Senior UX Designer, October 2011 to January 2013

UnitedHealth Group - Southfield, MI

- Consulted with clients and interdisciplinary teams to solve internal and consumer-centric problems.
- Rapidly developed, tested, and iterated on designs to develop user-centric solutions.

User Experience Research Intern, September 2009 to November 2009

Airlines Reporting Corporation - Arlington, VA

- Evaluated internal and consumer-facing products for the airlines' industry and recommended critical improvements to user interfaces and user experiences.
- Recruited participants, prepared test plan, and ran remote usability testing sessions.
- Compiled, presented, and delivered reports to key stakeholders.