

FRASER MARSHALL Ph.D.

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PROFESSIONAL EXPERIENCE

User Experience Manager

Optum Technology (UnitedHealth Group): 2013 - Present

Managed and directed a UX portfolio of 10+ products across UnitedHealth Care, UnitedHealth Networks, Optum Technology and OptumRx.

Drove research, experience, design and testing of the Optum Digital Health Network and Optum Link digital healthcare applications across devices in an Agile environment.

Delivered design and user experience of Optum Electronic Payments and Statements; responsible for electronic fund transfers totaling approx 7 billion dollars monthly between healthcare providers and payers.

Directed the consumer experience and design delivery for Optum's first direct-to-consumer product - Optum Good Sleep.

Participated in all aspects of the design process, from strategic work and product planning through research and concepting to detailed design and prototyping.

Recruited, led, managed, mentored, promoted, and hired a team of designers, from junior designers to seasoned senior designers. Conducted annual reviews.

Lead User Experience Designer

UnitedHealth Group: 2012 - 2013

Drove design of LifeLens, one of the first clinical improvement applications using native iOS functionality in the delivery of diagnosis and treatment.

Created user flows, wireframes and directed user interface design delivery for a United Healthcare mobile physician practice management and drug formulary application.

Drove ethnographic research, strategy and design concept creation for Medicare health insurance exchanges.

Performed primary user research to determine user needs, motivations and experience recommendations. Created high-level and detailed application user flows, architecture and wireframes.

Lead Experience Strategist and Designer

AndCulture: 2010-2012

Responsible for high-level business, product and user experience strategies for new clients.

EDUCATION

Master In Design

University of The Arts, Philadelphia
2010

Post-Doctoral Researcher

University of Pennsylvania
2007

Ph.D. Immunology

University of Glasgow, UK
2004

B.Sc. Immunology

University of Glasgow, UK
2001

SELECTED CLIENTS

Adaptive Path
Get Satisfaction
GoodData
Hoover
Hospital & Healthsystem
Association of Pennsylvania
IA Ventures
Janrain
Mount Nittany Medical Center
OnSIP
Optum
OptumRx
UnitedHealth Care

PRESENTATIONS

Optum Technology UX Summit

"Making Innovative Products that Users Value" Panel Discussion

Vizthink Philadelphia

"Visualizing Group Purpose" Workshop

IgnitePhilly

"Collaboration" Presentation

Design Philadelphia

"Design and Collaboration with Industry" Presentation

Delivered engaging visual user story maps, site maps, high-level IA, content strategy, infographics and product wireframes for websites, RIAs, mobile apps, custom software and physical space design.

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.

Co-Founder

Humantics: 2010

Co-founded service design company delivering human-centered design solutions to diverse clients.

Structured and ran group collaborative workshop to educate clients about using design to overcome the basic human behaviors governing anxiety during group collaboration.

Led in-depth research and ethnography studies of user groups and stakeholders.

Designed collaborative group visualization exercises to promote collective investment in solution forming discussions.

Exhibition Experience Designer

National Constitution Center, Philadelphia: 2009

Researched and designed exhibition space for first newspaper printed version of U.S. constitution.

Organizational Design Consultant

Amuneal Manufacturing, Philadelphia, PA: 2008 (6 months)

Designed novel interactive role-playing tools to help group communication during project management.

Post-doctoral Researcher

University of Pennsylvania, Philadelphia, PA: 2005-2008

Investigated and published studies examining the factors controlling human immunity and immune responses.

Created and published illustrative graphical visualizations for independent research studies.

RELEVANT SKILLS

Adobe Creative Suite
Axure Prototyping
Agile Methodologies
Business Strategy
Content Strategy
Contextual Inquiry
Ethnographic Research
Heuristic Evaluation
Interaction Design
Interviewing
Information Architecture
Mobile Application Design
Responsive Web Design
User Testing
Wireframing
Workshop Facilitation