

# VANESSA J. TAN

/Human.Dreamer.Thinker.Lover.Fighter.

Designer.BestFriendInAmerica.

–Exploring Life through Eating, Laughing, and Aestheticism.

Gotham Lofts

Chicago, IL 60607

**312.371.5358**

vtan@vanessatan.com

## SKILLS

### Platforms

macOS, iOS, Android, Microsoft Windows, P2K, LinuxJava (LJ), Symbian UIQ, Webtop.

### Software

Bohemian Sketch. Pivotal Tracker. Zeplin. Sympli. InVision. Adobe Illustrator, Photoshop, After Effects, Premiere Pro, Acrobat, ImageReady, Dreamweaver, XD and Flash. Microsoft Office, TFS. Slack. Trello. Axure RP.

### Related Knowledge

Background in animation promotes good storytelling skills. Experience in mobile and web interaction design, user research, product management and design for healthcare. Futures enthusiast. Amateur photography.

## PROFESSIONAL EXPERIENCE

**Humana Inc.** | Chicago, Illinois & Louisville, Kentucky

### Lead Product Development Advisor

September 2018 – Present

- Leading the digital partnerships with Walgreens Boots Alliance, Inc., CareZone Inc., and other external partners.
- Overseeing day-to-day progress, as well as bridging the disciplines of design, research, and business strategy. Maintaining the co-created combined strategic roadmap, managing use cases from the Integrated Messaging Systems, Price Transparency, and Care Options work streams.
- Directing the lean-agile product team in the redesign of the Humana Pharmacy website, practicing empathy and innovative technology to help transform the organization.

### Senior User Experience Designer

October 2015 – September 2018

- Led product teams in design decisions, creating the flows, screens, prototypes and assets needed to develop HumanaPharmacy.com, Humana Pharmacy mobile application, MyHumana.com for Prescription Drug Plans, RxMentor® mobile application, and RxEnrollment Calculator with Blue Button 2.0 integration.
- Employed human-centered design practices and work in concert with Agile software development. Engaged in user research and ideation sessions. Represented the member's needs in the prioritization process. Designed for value creation (including service design, holistic product innovation, user experience), and abided by healthcare compliance rules, accessibility guidelines and backend service limitations.
- Conducted Problem Formulation and Solution stake-holder co-creation discovery sessions.

### Interim Product Manager

December 2017 – May 2018

- Led the RxMentor® team by working to ensure user needs were met and that a proper balance was achieved among user experience, technical complexity, business objectives and the stakeholders' vision. Built cross-team relationships and efficiently made feature decisions with a clear understanding of this ecosystem.
- Strategically wrote and prioritized user stories, keeping the minimum viable (though preferring valuable) product in mind. Populated the backlog with user stories so they were ready for subsequent iterations' estimates.

- Presented weekly and monthly updates to various teams across the organization, providing transparency and collaboration.
- Ensured attentive customer service by maintaining the app feedback mailboxes, as well as responding to any Google Play and App Store comments from our members.

### Contract Visual Designer

March 2014 – September 2015

- As an integral member of the UX team, created comps for Registration Phase II and other Enterprise Features (formerly Tools) for Humana.com. Pair-designed and conducted user-testing of avatars for Data Visualization project to create a better experience for Humana members.
- Originally responsible for all visual design for Humana for Family (formerly Caregiver), Humana for Physicians, MyHumana, and Humana Pharmacy (formerly RightSource) mobile applications.
- Created and maintained new and existing features for Humana Pharmacy's mobile application.

### Dishable, LLC | Chicago, Illinois

#### Contract Lead Visual/UX Designer

October 2013 – March 2014

- Created a seamless new user experience for launch ad campaign via an offer flow, event flow, and email marketing.
- Redesigned Dishable.com (landing page, events and pop-up page, offer/event page, purchase page, etc) with the goal of strengthening its story and value proposition for new and existing users and encouraging restaurant and pop-up partnership while maintaining visual consistency.

### Motorola Mobility, Inc. | Chicago, Illinois

#### Senior Interaction/Media Designer

November 2009 – August 2012

- Created and delivered final media for Personal Navigation Devices. Led the media design and production (from concept design, through interaction and graphics, to final delivery) for the predecessor to MotoACTV. Worked closely with outside partners for over a year, as well as internal tech teams and developers, to implement the entire workout+music+nutritional device.
- Designed and produced media and interaction for Webtop 1.3 and 2.0, specifically driving the iconography and app tray for this Ubuntu-based platform. Transitioned to the Webtop & Connected Home team in CXD, leading the media design and production for 2.x, as well as some followup design for 3.0.
- Redesigned the entire Email application to upgrade to ICS, along with miscellaneous work for a few other teams including Home and Companion Products. Joined the PIM & Enterprise team, primarily focusing on Smartmodes (Desk Dock and Car Dock), in addition to a variety of other applications and widgets.

#### Contract Media Designer/Animator; Media Lead for N.A. Carriers; Carrier Media Lead for Key-based UI

March 2006 – November 2009

- As Carrier Media Lead, interfaced with CXD, product strategy and operations, technical account managers, and customers. Maintained the carrier customization strategy, merged the Motorola design language with carrier desires, provided media for carrier presentations, created new media (iconography, skins, and preloaded media) for mobile devices across all platforms, as well as led fellow designers to deliver effectively.
- Created wallpapers, screensavers, animations and simulations (used for collections presentations) for mobile devices of each of the following platforms: P2K, LJ, ODM, Windows Mobile, UIQ, Android.
- Created icons and graphics based on UI flows for ODM, as well as Personal Navigation Devices.

**Daily Planet Ltd.** | Chicago, Illinois  
 Freelance Digital Artist  
 November 2004 – March 2006

**Sam Rosenthal** | Chicago/Oak Park, Illinois  
 Freelance 3D Modeler  
 November 2004 – March 2006

**Learning Enhancement Corporation** |  
 Chicago, Illinois  
 Freelance Illustrator/Graphic Designer  
 August 2004

**Atomic Imaging** | Chicago, Illinois  
 Freelance 3D Modeler  
 April 2004, June 2004

**Metaform Digital Studios** | Chicago, Illinois  
 Intern  
 September 2002 – December 2002

**Childsource, Inc.** | Williamsville, New York  
 Cel Animator  
 July 2000 – February 2001

- Conceptualized, created and cleaned up hand-drawn cels used in the overall production of children's educational videos.
- Provided anatomical research for character drawings, and rendered various semi-realistic settings, yet still targeted the style of each piece to appeal to children.

**The Church in Chicago** | Chicago, Illinois  
 Volunteer Sunday School Teacher  
 January 2008 – Present

- Teach and take care of two- and three-year-olds on a monthly rotation.
- Create crafts based on Bible verses that contain the letter of the alphabet being focused on each week; sing songs; read books; encourage sharing, proper hygiene and manners; help toddlers overcome separation anxiety.

**Speculative Futures Chicago Chapter** | Chicago, Illinois  
**CreativeMornings/Chicago** | Chicago, Illinois

**PRIMER19** | New York, NY | June 2019

**MWUX18** | Chicago, IL | October 2018

**HIMSS18** | Las Vegas, Nevada | March 2018

**PRIMER17** | San Francisco, California | February 2017

**MWUX16** | Louisville, Kentucky | October 2016

**The Illinois Institute of Art** | Chicago, Illinois  
 Bachelor of Fine Arts Degree in Media Arts & Animation  
 Graduation Date: June 2004

- Storyboarding, advanced drawing and figure drawing courses, 3d modeling courses, 3D and 2D animation courses, as well as other production and post-production courses.
- Merit Award Scholarship, cumulative GPA 3.4.