

JESSAMYN SMALLENBURG

Healthcare User Experience Researcher & Designer

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Healthcare UX Portfolio: jessamynsmallenburg.com

PROFESSIONAL SUMMARY

My name is Jessamyn Smallenburg, and I am a Healthcare UX Designer and Researcher, bringing together twelve years of experience in user experience research and design with advanced training in both Human-Computer Interaction and Community Health Education. As a recent Summa Cum Laude graduate of Wayne State University's M.S. in Community Health program, I also earned a Master of Science in Information with a specialization in Human-Computer Interaction from the University of Michigan, Ann Arbor. After working across multiple industries, I discovered renewed purpose while contributing to healthcare and medical projects and gained direct clinical workflow experience as a volunteer at Michigan Medicine. I now combine my expertise in usability, human factors, and interaction design with public health knowledge to improve digital healthcare experiences for patients, clinicians, and communities.

KEY HIGHLIGHTS & ACCOMPLISHMENTS

- ❖ Certified Health Education Specialist (CHES) – 2026
- ❖ M.S. in Community Health (GPA: 4.0, Summa Cum Laude) - 2026
- ❖ Certified Associate in Healthcare Information and Management Systems (CAHIMS) – 2025
- ❖ Gained direct clinical workflow experience as a Medical Procedures Unit volunteer at University of Michigan Health Systems (2024 – 2025)
- ❖ Recipient of three graduate scholarships at Wayne State University, including the Graduate Professional Scholarship (2025) and the Professor Steven Singleton Endowed Scholarship (2025)
- ❖ CITI Social and Behavioral Research Certification – 2023
- ❖ Responsible Conduct of Research Certification – 2023
- ❖ Mentored junior researchers in usability analysis, reporting, and stakeholder communication (Verint)
- ❖ Awarded two innovative patents in a safety-critical context (automotive) – Issued 2021: 1.) Systems and Methods for Predicting Pedestrian Behavior (U.S. Patent 10,971,003); 2.) Location Tagging for Ubiquitous Access (U.S. Patent 10,949,483)
- ❖ Publication of 3 technical papers into research database (Ford Motor Company)

EDUCATION

Master of Science in Community Health (M.S.)

Wayne State University, Detroit, MI • Graduated May 2026 • GPA: 4.0 • Summa Cum Laude

Relevant Coursework: Program Planning & Evaluation, Measurement & Evaluation in Community Health Education, Grant Writing, Health Equity, Health Communication, Implementation Science

Certifications and Credentials

- **CHES** (Certified Health Education Specialist), 2026
- **CAHIMS** (Certified Associated in Healthcare Information Management Systems), 2025

Continued Studies

Schoolcraft College, Livonia, MI — 2024

Medical Anthropology & Cultural Anthropology — Strengthened cultural competence and understanding of diverse health contexts.

Purdue University, West Lafayette, IN — 2023

Public Health Graduate Coursework: Epidemiology, Biostatistics, Health Behavior Theory

Certification and Credentials

- CITI Social-Behavioral Research, 2023; **Responsible Conduct of Research (RCR)**, 2023

Master of Science in Information (M.S.I.), Human-Computer Interaction

University of Michigan, Ann Arbor, MI • 2010

Specialization in Human-Computer Interaction • Relevant Coursework: Contextual Inquiry & Project Management, Interface & Interaction Design, Evaluation of Systems and Services, Information Architecture

Graduate School Internships

- **Health Sciences Scholars Program** — Website Designer and Administrator (Sept 2009 – Aug 2010): Single-handedly designed and developed the full website for the University of Michigan Health Sciences Scholars Program using Flash, Dreamweaver, Photoshop, JavaScript, XHTML, and CSS. Applied user-centered design principles and Web 2.0 best practices throughout the process to create an engaging experience for prospective scholars and faculty.
- **Life Sciences Institute's Center for Chemical Genomics** — Usability Scientist (May – Aug 2009): Conducted usability testing, heuristic evaluations, comparative evaluations, and card sorting sessions on the M-Screen database used in drug discovery research. Analyzed user pain points through surveys and task flow analysis; synthesized findings into a detailed report and presented recommendations to stakeholders. Used Camtasia to record sessions for analysis.

Bachelor of Arts in Psychology (B.A.)

University of Michigan, Ann Arbor, MI • Class of 2005

VOLUNTEERING

Medical Procedures Unit Volunteer

Northville Health Center, University of Michigan Hospital System — Northville, MI | Aug 2024 – Jul 2025

- Coordinated with clinical staff and families to support safe patient transitions, recovery protocols, and post-procedure care, gaining firsthand insight into clinical workflows and the importance of human-centered design in live healthcare settings.
- Demonstrated strong stakeholder communication and attention to compliance standards while tracking patient comfort resources according to clinic protocols.

EXPERIENCE

Usability Analyst

Verint Systems, Inc. — Remote / Ann Arbor, MI | Oct 2019 – Aug 2022

- Conducted user research and heuristic evaluations to improve accessibility and usability of public-facing websites and intranets for government, medical, retail, and justice sector clients.
- Applied established accessibility guidelines to identify barriers and recommend inclusive design improvements. Analyzed user sessions using session replay technology and digital behavior analytics tools.
- Synthesized findings into actionable recommendations that informed design decisions and enhanced user experiences; incorporated survey data and customer feedback into research processes.
- Authored detailed technical usability reports and mentored junior team members through report editing, usability analysis guidance, and session replay analysis training over three years.

- Received consistent praise and appreciation from clients for delivering clear, actionable, and impactful recommendations, particularly from healthcare industry clients seeking to improve accessibility and user experience on their platforms.

User Experience Research Engineer

Ford Motor Company — Dearborn, MI | Jul 2016 – Mar 2019

- Integrated user-centered design processes and research methodologies into engineering workflows for connected vehicle and infotainment projects in Ford's R&A EESE department.
- Developed early concepts for new features using storyboards, use cases, wireframes, and interactive Axure RP Pro prototypes.
- Led usability testing with vehicle buck and 30-participant F-150 studies, iteratively refining designs based on behavioral insights.
- Conducted competitive analyses and contributed to two patents and three technical papers while strengthening cross-functional collaboration.
 - Patents: 1.) Systems and Methods for Predicting Pedestrian Behavior – Patent 10,971,003, Issued 2021; 2.) Location Tagging for Ubiquitous Access – Patent 10,949,483, Issued 2021
- Led the creation of detailed research plans, test protocols, and findings reports for multiple connected vehicle projects, providing actionable guidance that informed design iterations and product strategy.
- Applied human factors principles and usability standards to evaluate and improve the interaction design of infotainment interfaces, ensuring alignment with automotive safety requirements and user needs in safety-critical environments.
- Documented research methodologies, usability findings, and design recommendations in technical reports and presentations to support knowledge sharing and decision-making across R&A teams and senior leadership.

Usability Engineer

Tyler Technologies — Troy, MI | Feb 2014 – Feb 2016

- Planned, designed, and facilitated usability studies for public safety records systems; delivered actionable insights that drove product enhancements and process improvements in an Agile development context.
- Created interactive prototypes, wireframes, mockups, and standardized style guides using Axure RP Pro; instituted usability guidelines and led persona development.
- Conducted card sorting sessions that successfully structured navigation architecture at an early stage and were quickly validated as effective during user testing; collaborated with stakeholders and Agile development team members to communicate functional requirements for mission-critical government software.

User Experience Researcher

Cengage Learning — Farmington Hills, MI | October 2013 – November 2013

- Conducted 10 user testing sessions and contextual inquiry interviews for Cengage's Artemis Literary Database research tool, producing actionable results communicated to business stakeholders.
- Designed an interaction flow map for Cengage's collaboration with the Smithsonian Institution and created wireframes in Axure RP Pro to support product enhancement efforts.

Senior Usability Specialist

Blue Cross Blue Shield of Michigan (Contracted through RIIS) — Detroit, MI | Feb. 2013 – Sept. 2013

- Developed wireframes and interactive iRise visualizations demonstrating the user path through the Blue Cross site into the Federally Facilitated Marketplace (FFM) during the major ACA regulatory transition.
- Designed wireframes for the new Health Insurance 101 section and contributed to the overall redesign strategy for the Member Portal portion of the website.

User Experience Designer

UnitedHealth Group — Southfield, MI | May 2012 – Nov. 2012

- Worked on an agile team of UX designers to develop innovative healthcare concepts, including a mobile application designed to promote healthier eating habits among users.
- Created interactive Axure prototypes that were used in usability testing sessions and presented to company headquarters. Developed an Axure wireframe set for a proof-of-concept tool to help users search for and find the best deals on healthcare services.
- Created personas representing different user archetypes and contributed to the development of UX documentation standards, including usability test facilitator guides, scripts, and heuristic evaluation templates.

Web Developer & Usability Analyst

Nexient (Systems in Motion) — Ann Arbor, MI | Nov. 2010 – May 2012

- Applied user experience best practices to the development of the Best Buy mobile website, constructing pages using HTML and CSS while ensuring strong usability and performance.
- Conducted heuristic evaluations for Nexient's client Abercrombie & Kent, identifying usability issues and recommending improvements.

SKILLS & COMPETENCIES

Tools & Technologies

Figma for modern prototyping • Framer • Lovable • Cursor • Agentic AI tools, including ChatGPT and Claude • Canva • Axure RP Pro and iRise • Microsoft Power BI for reporting • Adobe Creative Suite (Illustrator, Photoshop, Firefly) • Microsoft Office (Excel, PowerPoint, Word)

Healthcare & Domain Expertise

Healthcare UX & Human Factors • Regulated Systems (HIPAA, Accessibility, Compliance) • Clinical Workflows & Patient/Provider Experience • Public Health Principles • Program Evaluation • Research Ethics (CITI, RCR) • Health Equity • Health Communication

User Research Methods

Usability Testing (moderated & remote) • Contextual Inquiry • User Interviews • Heuristic & Comparative Evaluations • Card Sorting, Tree Testing & Navigation Studies • Surveys, Questionnaires & Data Analysis • Personas, Scenarios & Journey Mapping • Task Analysis • Affinity Diagramming • Focus Groups & Stakeholder Workshops

Design & Information Architecture

Wireframing • Low/High-Fidelity Prototyping • Interaction Design • User Flow Mapping • Navigation Design & Information Architecture • Responsive & Mobile-First Design • Style Guides & Design Systems

Professional Skills

Stakeholder Communication & Presentation • Cross-Functional Collaboration • Mentoring & Team Leadership • Data Synthesis & Actionable Reporting • Grant Writing & Program Planning • Health Communication & Literacy • Agile Development & Scrum • Research Measurement & Evaluation

Additional Interests: Classical piano, photography, cooking, fitness, and nutrition