



Allison Huang

I'm an *experience designer, strategist, and researcher* committed to designing for equity.

allisonyhuang.com | huang.allison24@gmail.com | 585-402-2816 | she/her

Skills

- Exploratory, generative, and evaluative research and synthesis
- Conceptual modeling
- Service design
- Information architecture
- Design strategy
- Interaction design
- Data visualization
- Communication and storytelling
- Workshop planning and facilitation
- Stakeholder management

Education

Carnegie Mellon University: MPS and MA in Design for Interactions

August 2015-May 2017

Carnegie Mellon University: BS in Chemistry

August 2010-May 2014

Trainings

- **Rewired UX:** Object-Oriented UX Self-Paced Masterclass, 2022
- **Design Dept:** Design Leadership Fundamentals, 2020
- **LUMA:** Advancing Innovation through Human-Centered Design, 2019
- **LUMA:** Fundamentals of Innovation through Human-Centered Design, 2018
- **Adaptive Path:** Service Experience Intensive, 2017

Experience

athenahealth: Lead Designer

Watertown, MA. March 2021-present

I currently lead product and service design, research, and strategy for athenahealth's care management and population health work streams at the forefront of athenahealth's transition to value-based care. Projects include:

- **Care Management Services:**
 - Researching, documenting, de-risking, and designing the experiences of patients, providers, and our internal care management team
 - Advocating for R&D investments across subdivisions to support patients, providers, and internal care management team members
 - Iteratively designing and delivering features to unblock the internal care management team from reaching their Year 1 scaling and revenue goals
- **athenaPayer (surfacing clinical data in the moment of care):**
 - Led design research, strategy, and delivery for multiple scrum teams
 - Released related features to general availability; monitored usage and client satisfaction to prioritize additional feature opportunities
 - athenahealth received a KLAS Points of Light Award in 2022 for this work

Fannie Mae: Design Strategist // Senior Design Strategist

Washington, DC. July 2017-March 2021

I contributed design research, product design, service design, and design education skills to Fannie Mae's affordable housing mission. Projects included:

- **Homebuyer Education:**
 - Drove prioritization and strategic positioning through consumer research, lender research, and heuristic evaluations of five competing courses
 - Defined strategy, designed IA and user flows, and delivered UI designs for a new homeownership mobile application MVP, piloted in 2021
- **Manufactured Housing:**
 - Conducted qualitative discovery and evaluative research to identify key barriers and opportunities to supporting manufactured housing
 - Designed and curated an exhibit to socialize our insights internally and externally, at an annual housing finance agencies' conference
 - Delivered short-term, long-term, and blue-sky recommendations for creating a more sustainable financial product

Adaptive Path @ Capital One: Service Experience Design Intern

San Francisco, CA. June-August 2016

I conducted design research, evangelized service design methods, and contributed to external communications during my summer internship.