

MARK ALEXANDER

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OVERVIEW

Accomplished senior user experience professional with extensive track record designing user-centered applications for web, mobile and desktop applications. Proven ability transforming user's needs into successful engaging simple designs. Effectively led the interaction design working with senior management, product owners, analysts, and development teams. Collaborated with clients to identify and solve business problems through intelligent design. Extensive subject matter expertise in healthcare, medicine, finance, and banking.

SKILLS

User Centered Design: User Research, Contextual Inquiry, Usability Testing, Persona & Scenario Development, Wireframing, Prototyping, High Fidelity Design, Responsive Design

Software: Adobe Fireworks, Photoshop, Illustrator, Sketch, Invision, Balsamic, Just In Mind, Flinto

CAREER SUMMARY

Cerner (acquired Siemens Health Services)

2/2014 – 12/2016

Senior Creative Lead

- Senior UX lead for clinical application including, medication management and clinical ordering used by over 50,000 physicians and nurses
- Performed onsite studies at hospitals to evaluate current usability of system and understand user processes and workflows
- Initiated competitor and industry research and kept team informed of new trends and regulations
- Conducted client sessions to validate designs and elicit requirements and user workflows
- Mentored junior interaction designers to ensure standards were met and cross module consistency was maintained
- Designed application that assessed patient risk based on different treatment plans
- Researched standards and guidelines for UI controls and incorporated into style guide
- Worked with outside vendors to incorporate technical solutions hosted within our clinical application
- Redesigned clinical alerting display and interaction to increase patient safety

Siemens Health Services

11/2004 – 2/2014

Senior Interaction Designer

- Lead interaction designer for e-prescribing, medication reconciliation, ordering and operating room applications
- Designed desktop scheduling system for hospitals
- Created test plans and performed on-site usability testing to receive vendor certification by the Office of the National Coordinator for Health Information Technology
- Redesigned home portal of clinical application
- Performed contextual inquiries with doctors, nurses and clinical staff at several hospitals
- Redesigned physician ordering module that reduced time on task and number of clicks
- Created mobile iPhone and iPad design for clinical application
- Helped develop usability metrics for user experience team

- Designed a 'Quick Pick' personal favorites ordering feature with customizable drag and drop layout configurability

Ajilon Consultant for JP Morgan Chase

2/2004 – 11/2004

Customer Experience Design Lead

- Led user interface and functional design for web based on-line banking and bill pay applications that were accessed by more than 40 million users
- Responsible for functional specification document that included use cases, process flows, screen navigational flows, and page-by-page business rules
- Designed user interaction and flow for on-line check writing feature
- Responsible for use case development, user acceptance testing plan, and coordinating training, communication and implementation plans for operations and call centers
- Worked with in house creative group to define and create graphics, flash demos and graphical elements for new projects
- Developed prototypes using iRise simulation software and html wireframes with Dreamweaver

SEI Investments

1994 - 2004

UI Designer / Business Analyst

- Responsible for development of wireframes, information architecture, UI specifications, and prototyping.
- Drafted RFPs for software vendors and participated in vendor selection process
- Performed research and analysis of competitive web sites
- Worked with business unit directors and product managers to define scope and requirements for web applications
- Defined and initiated streaming video guidelines for business units' Internet and Intranet web sites and all corporate multimedia development projects
- Responsible for maintaining digital asset management software and file server
- Obtained series 7 and 63 securities licenses

RECOGNITIONS

- Rated #1 usability computerized physician order entry - KLAS EMR Usability Report – 3/2013
- Rated #2 usability medication reconciliation application - KLAS EMR Usability Report – 3/2013
- Patent pending for "Efficient Framework for Healthcare Order Entry"
- Client Feedback
 - "Now I can see where this system will make my work faster and enable better patient care." - *Nacogdoches Memorial Hospital*
 - "This is a huge incremental change and everything looks really good. It's absolutely addressing some of our pain points, thank you very much" – *Chester County Hospital*
 - "Our providers are very happy with using Soarian, even the ones who are resistant to computerized physician ordering." -*Champlain Valley Hospital*

EDUCATION

MBA | Computer Information Science | 2000

Temple University, Fox School of Business, Philadelphia, PA

BFA | Fine Arts | 1987

Tyler School of Art, Temple University, Philadelphia, PA