



LORI STEVENSON
PRODUCT INNOVATION

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I provide design leadership for innovative products that make it clear to users how to accomplish their goals while solving a business problem

I take a strategic, user-centered approach to the design of complex products by employing a range of research and ideation methods to gain a comprehensive understanding of user motivations, behavior, and reactions to guide design. I have worked on cross-functional teams in many aspects of design and tech throughout my career, including Senior Director of Information Systems, User Experience Lead, Big 4 Consultant, Webmaster, and Front-End Developer. I have received industry recognition for multiple corporate websites and applications I have designed.

Competencies include:

- Designing complex applications - information architecture, intuitive navigation systems, and streamlined task flows to create clarity out of chaos
- Understanding the appropriate applications of AI, as well as its limitations. I designed an AI prompt engineering interface tool and a AI Evaluation tool for SMEs to monitor our AI's reliability over time
- UX strategy in Lead and Sr. Director positions; communicating the design vision and ability to navigate ambiguity
- Service design blueprinting of the user journey for front and backstage activities
- Human centered design (HCI)
- Full software design development cycle (SDLC) Experience
- UI design systems development and contributions for creating consistency
- Refactors of legacy applications into modern applications
- UX Research Certification from Nielsen/Norman Group
- Yellow belt in Accessibility from Deque University, European Accessibility Act (EAA) and US ADA compliance audit and fixes
- Using a wide variety of user research methods including design sprints and co-design workshops, interviews, UX gaming, ethnographic and other moderated/unmoderated qualitative and quantitative methods, research synthesis and presentation of findings
- Animation - I did a ton of Flash, when it was a thing. Now, microinteractions using SVG animations and Adobe Animate. Learning Blender
- Collaboration with international teams of product owners, SMEs, end users and developers
- Native mobile app and responsive design
- Front-end web development: HTML5, CSS, React, JavaScript, jQuery, JSON
- Previous roles include Business Analyst, which helps me document requirements in detail and get to the core of what is needed
- Technical writing, training materials development, mentoring and training staff
- Web metrics and data analysis

See the following for specifics.

ELSEVIER

UX RESEARCHER AND DESIGN LEAD, 9/2019 - 7/2025

UX Lead for Elsevier's flagship product, ClinicalKey. Responsible for:

- SME AI Evaluation Tool - End-to-end design for an AI evaluation tool for subject matter experts (SMEs) to evaluate the accuracy of our private AI's responses over time.
- Designed a UI component to aid users in creating well-formed, domain-specific AI prompts
- Search enhancements - Enhanced the UI of the flagship product for physicians to improve the ability of our users to quickly find what they're looking for when searching at the point of care and performing research. I designed innovative new UI features to improve the speed of findability.
- EAA - Audited and provided direction on compliance for the European Accessibility Act and the upcoming US ADA for our native mobile, multinational and desktop apps. Conformed to WCAG AA. I have a yellow belt in Accessibility from Deque University.
- Redesign for the refactor of the flagship Radiology platform, StatDX. I designed dark mode style guide in compliance with accessibility requirements.

CAMBRIA SOLUTIONS/CLIENT: STATE OF CALIFORNIA

UX RESEARCH AND DESIGN LEAD, 6/2017 - 9/2019

I conducted UX research and design for a new foster care system for the State of California on a large team of UX researchers, designers, SMEs, and developers.

- I took a service design approach to capture both online and real-world touchpoints to build a modern, easy-to-use, multi-module SaaS application that would facilitate social workers in high-stress situations in placing children in safe homes, managing court cases, licensing homes, finance, and general case management
- I used a variety of research techniques: field shadowing with social workers, design sprint work shops, UX gaming activities, user interviews, and co-design workshops with stakeholders.
- My focus was on the information architecture and navigation schema, interactive prototyping in Axure, visual design, collaborated on the design system for the enterprise, and led the system parity initiative to ensure the current functionality was captured in the new system, but also designed for the greenfield state.
- I did a deep dive into service blueprint mapping processes for multiple flows, both online and offline, and designed the information architecture and navigation schema for the application.
- Our work resulted in policy changes for foster youth and impacted social worker processes.

INEIGHT/KIEWIT

USER EXPERIENCE DESIGNER, 1/17 - 6/17

UX and application design for a subsidiary of Kiewit, building a complex, multi-module SaaS software suite for managing very large infrastructure projects (freeways, airports, stadiums...) in the construction industry.

- Worked on a large, geographically distributed team building data-intensive highly interactive prototypes in Axure.

UNITED STATES SKI AND SNOWBOARD ASSOCIATION

SR. DIRECTOR OF INFORMATION SYSTEMS, 5/14 - 4/16

USSA was upgrading its systems, including MS Dynamics and custom applications. I provided direction for the technology strategy for USSA, the NGB for Olympic snow sports in the USA, which includes the U.S. Ski Team.

- Managed technology projects and outside consultants
- Research, design and IA for the first US Ski Team native mobile iOS app
- Managed a heavily customized Microsoft Dynamics CRM implementation
- Requirements gathering, UX and UI design for the custom applications; Redesigned a complex membership online purchase application using Magento; re-architected these applications for better flow and usability. Also did IA for a learning platform for coaches on Moodle.
- Evaluated and negotiated content delivery systems (CDNs) for video and web; and a DAM
- Conducted research and designed for an overhaul of the USSA website

BIDSYNC.COM

SR. USER EXPERIENCE DESIGN LEAD, 10/10 - 4/14

Lead the user experience design for a complete refactor of this complex eProcurement SaaS application.

- Conducted user research, working closely with product owners and the development team
- Interaction and visual design for more efficient task flows
- Coded front-end templates using XHTML, JQuery, CSS 3, Javascript and JSF (java server faces)

CONSULTING, FREELANCE AND CONTRACT

USER EXPERIENCE, VISUAL DESIGN AND WEB DEVELOPER

- Web design, hands-on web development (HTML5, CSS3, JavaScript), UX design, information architecture and UI design;
- Ad agency freelance: BBDO, J.Walter Thompson, Grey Advertising.
- U.S. Dept. of Energy SmartMeter project.

CLIENT: CHARLES SCHWAB

PROJECT MANAGER, 8/07 – 12/07

Project manager for a data migration of Cybertrader's data into Schwab's web-based account self-management system. Roadmap for enterprise platform consolidation effort.

CLIENT: WELLS FARGO

BUSINESS/SYSTEM ANALYST, USER INTERACTION DESIGNER, 10/06 – 6/07

Application design, user experience for a new data validation tool.

Systems analyst for WF data systems deep-dive data integrity initiative, detailed analysis of all WF systems to expose data integrity gaps.

CLIENT: DELTA DENTAL, 4/06 – 10/06

INTRANET DEVELOPER, UX DESIGN, SHAREPOINT ARCHITECT

- Designed and customized user interface and rolled out Sharepoint to the enterprise intranet. Developed training materials and trained trainers.
- Developed governance, standards and a strategy to manage growth.
- Finished early, under budget.

RAND CORPORATION

INTRANET CONTENT MANAGER, UX DESIGNER, 8/04 – 3/06

- Responsible for overhauling this think tank's corporate intranet:
- Organized content to optimize use by research staff;
- Used the scientific method in the research phase; good practices in usability, IA, UX and visual design;
- Served on several IT security-related committees

USAID/GEEKCORPS FMR YUGOSLAVIAN REPUBLIC OF MACEDONIA

TOURISM DEVELOPMENT STRATEGIST

- Designed UX strategy and visual design for a new national tourism site.
- Developed marketing plan to develop tourism, focusing on international tour operators
- Onsite USAID project in Macedonia.

DEUTSCH LA, ADVERTISING AGENCY

INTERACTIVE PRODUCER, USER EXPERIENCE DESIGN

Coors Beer account; managed interactive development and developed detailed navigation flows, site maps, wireframes, interface design and functional specifications

INTEL CORPORATION

WEB MANAGER, UX DESIGN, FRONT END DEVELOPER, BUSINESS ANALYST

- Designed intranet, external websites (developer.intel.com), intranet application UI design, IA, mockups, wireframe and prototypes, technical writing.
- Project management, business analyst. Developed training materials and trained trainers.

DELOITTE CONSULTING

CONSULTANT

- Visual designer in Deloitte's eStudio practice in the San Francisco office.
- Overhaul of the Fireman's Fund Lotus Notes corporate intranet, migrating to Vignette
- Business Analyst. Worked on similar projects for many other clients in media, tech, finance
- Deloitte internal projects - research for "eTransformation Handbook", published by

HIPAA STARTUP

CREATIVE DIRECTOR

For successful software startup in the HIPAA compliance space. Included developing the company's branding, marketing, website strategy, design and web development. Company was acquired.

APPLAUSE INC

WEBMASTER, USER EXPERIENCE DESIGNER, VISUAL DESIGNER

Manufacturer of licensed movie property merchandise, since acquired by Russ.

- Design and development of the first corporate website, full product catalogue
- Received a "Best in Industry" award for the website.
- Developed corporate branding and visual design, information architecture, and coded the site. Worked with studio's brand standards for all of our licensors, all of the major studios and entertainment properties (Disney, Lucasfilm, Pixar, Warner Bros, etc.)
- Formed a strategy for keeping our small business customers happy

VIVITAR CORPORATION

WEBMASTER, USER EXPERIENCE DESIGNER, VISUAL DESIGNER

- Designed and developed the first corporate website, with a full product catalog, downloadable drivers and tech support knowledge base.
- Saved the company tens of thousands in customer service costs.
- Received a "Best in Industry" award for my website design, positioning us as "Serious about ecommerce".

SOFTWARE

Axure RP Pro 11, figma; Jira, Google Analytics, IntelliJ, Github; Miro, Optimal Workshop, Zoom, Adobe Creative Cloud: Photoshop, Illustrator, Premiere Pro, AfterEffects; MS Office suite of tools, MS Dynamics CRM; Keynote; Revit; a little Maya for 3d modeling; HTML5, CSS3, SVG, JavaScript, jQuery, JSON

EDUCATION

UCLA EXTENSION

Computer Graphics and desktop publishing, AutoCad 3d modeling and animation

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

Double major Business/Marketing and Fine Art. Bachelor of Arts, in Fine Arts

EL CAMINO JC

Advertising Design major, transfer to CSUN