

CHRISTOPHER HAYS

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Design Process & Skills

User experience research
User interviews
User surveys
User journey mapping
Persona development
Jobs-to-be-done
Design strategy
Discovery and requirements
Collaboration with development teams
Conducting UX workshops
Mentoring
Accessibility and inclusive design
Wireframing and low-fidelity design
Prototyping and high-fidelity design
Usability testing
SAFe agile experience

Applications

Figma
Quantum Metrics
MIRO
Adobe Photoshop

Products & Initiatives

MinuteClinic Scheduling
MinuteClinic Patient Routing
CVS Virtual Care
CVS Notifications
CVS Patient Routing Personalization
Aetna Health
PayFlex mobile app
Alexa skill - Ask Aetna
Aetna BenefitExpress
Coventry Health Care My Online Services

Education

AA Graphic Design

St. Charles College

PhD American History

University of Missouri

MA American History, BA American History, and BA Archaeology

New Mexico State University

INTRODUCTION

- Experienced UX/UI professional with over 17 years of experience working with all levels of digital initiatives from production support to enhancements to multimillion-dollar projects in the healthcare industry at Aetna and CVS.
- Excel at collaborating with business customers, IT technical groups, and vendors at all organizational levels to deliver high-quality designs quickly
- Highly organized with the ability to work on multiple projects concurrently
- Excellent interpersonal, problem-solving, analytical, and technical skills
- Takes the initiative to create new processes to gain efficiency in workflow
- Highly knowledgeable in many different applications with a continued desire to learn

WORK EXPERIENCE

Manager, Digital Products • Lead UX/UI Designer for Digital Team at CVS

2021 to present

- Collaborated with Product and Marketing to understand digital needs and requirements
- Joined forces with Accessibility to create accessible designs for our users.
- User research including competitive analysis, user interviews and testing, creating personas, and user journeys.
- Creation of low-fidelity wireframes and high-fidelity designs.
- Stepped into the Trail Lead position and supervised the design efforts of other UX, UI, researchers, content, and accessibility partners.
- Project Highlights:
 - MinuteClinic Patient Routing component
 - Creation of the MinuteClinic Service, Condition, and Symptom pages.
 - Worked with taxonomists for global menu and search capability
 - Conducted the foundation research for unifying our Health Service scheduling experience

Application Software Delivery Advisor • Lead UX/UI Designer for Multi-channel Center of Excellence (MCOE) Team • Aetna

2015 to 2021

- Responsible for UX research, creating requirements, designing flows and application interfaces, building prototypes, and working in complete development projects for web, native mobile applications, and chatbots.
- Project Highlights:
 - Aetna Health
 - Alexa skill - Ask Aetna
 - PayFlex mobile app

Lead UX/UI Designer for BenefitExpress Team • Coventry Health Care

2007 to 2015

- Teamed up with business analysts to create requirements for screen and flow designs.
- Collaborated with developers and QA to implement interface designs.
- Created HTML and CSS for screens.
- Created style guides and design systems for the team.
- Assisted QA team in testing all application changes.
- Project Highlights:
 - Redesigned BenefitExpress legacy application of over 500 screens.
 - Designed UI style guide as CSS design system.
 - Worked on My Online Services member web-based application and native mobile application.