

LAURA ROUNTREE

UX Researcher
Licensed Clinical Social Worker

PORTFOLIO

laurarountree.net

CONTACT

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SKILLS

User Interviews

Usability Testing

Qualitative Data Analysis

Surveys

Contextual Inquiries

Heuristic Evaluations

Affinity Mapping

Persona Development

Market Research

User-Centered Design

Experience Strategy

Participant Recruitment

Story-Telling & Empathy Building

Cross-Team Communication

Stakeholder Management

TOOLS

UsabilityHub

Optimal Workshop

Google Suite

Microsoft Office

Sketch & InVision

Figma

Notion

Trello

EDUCATION

UX Design

CareerFoundry | '21 - '22

Master of Social Work

University of IL at Chicago | '11 - '13

Bachelor of Arts in Psychology

Roosevelt University | '07- '09

Licensure LCSW

IDFPR | '22- '24

PROFESSIONAL OVERVIEW

As a UX researcher and experienced Licensed Clinical Social Worker, I hold a unique ability to empathize and communicate user needs to drive desirable outcomes. My passions meet at the intersection of healthcare and tech with a goal of accessibility and empowerment for all through human-centered design.

WORK EXPERIENCE

UX Researcher

Remote, Tech Fleet Community DAO X The Inclusive Group, July 2022- present

- Effectively implemented actionable insights to influence design and content iterations throughout an 8 week product design life cycle for 2 responsive web products aimed at increasing accessibility for disability related healthcare services
- Lead outreach efforts and contacted 75+ providers and support groups to recruit users from a niche target audience with time and budget constraints to create the first ever panel of participants for future research
- Collaborated with designers, content strategists, product managers, and developers on a cross-functional Agile team; consistently communicated research findings with stakeholders
- Provided consulting to management teams regarding survey, interview, and usability testing design to meet compliance with ethical standards in the healthcare field

UX Researcher and Designer

Remote, Freelance, 2021-present

- Current Project: Designing and conducting research to create an e-Commerce site for a small business owner to increase revenue by 30%
- Conceptualized and conducted all aspects of research and design on a one of a kind holistic healthcare portal intended to increase users' knowledge of mind and body connections

Clinical Care Manager – Team Lead

Chicago, IL (Hybrid), Aetna Better Health of IL A CVS Company, 2016 - 2019

- Assisted with meeting the Pay for Performance goal of 90% completion of member care plans in the first year of implementation, meeting audit compliances at or above 90% each month
- Conducted 10-15 health assessments weekly, which included semi-structured interviews, surveys, contextual inquiries, and field observations to determine member needs, resulting in the advocacy of appropriate in-home services
- Collaborated on cross-functional teams to ensure the best quality of care for intensive members and cost-effective outcomes

Program Specialist II

Chicago, IL, Centene/IlliniCare Health, 2015 - 2016

- Generated cost-effective desirable outcomes, including reduced rates of emergency room visits and hospital admissions, by delivering care coordination services to high risk members
- Maintained a caseload of 120 members while complying with productivity and HEDIS measures
- Reported risk management quality concerns to cross-functional teams

Intake Coordinator – Assessment and Referral

Chicago, IL, Chicago Children's Center for Behavioral Health, 2013 - 2015

- Conducted 30+ youth crisis assessments per week via qualitative interviewing in emergency room and inpatient psychiatric settings
- Advocated for patients' needs to cross-functional teams and during utilization reviews to increase treatment length when necessary