

# Sarah Moss-Horwitz

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## WORK

### Senior UX Designer, Nuna Inc — San Francisco, CA, August 2018- Present

- Planned and led generative research with Medicaid patients and health plan stakeholders for Meaningful Matches product that led to changing in how the algorithm matches doctors with patients and improving communication with patients to increase "match compliance".
- Led 5+ cycles of onsite generative research with insurance plans and health systems to inform new core Value Platform. Created and shared personas to drive design, engineering and product decisions.
- Conducted design and iterative research on Care, a new app within Value Platform. Created demos that led to multimillion contracts with multiple clients launching in early 2021.
- Added to Nuna's design system by designing high-value components such as universal cards, flexible tables and cross-product navigation.
- Co-mentored summer design interns, worked with PMs to structure meaningful projects.

### Freelance UX Consultant— Jan 2018- Dec 2018

- *Account Spark (Salesforce)*: Improved lead gen account management through interactive dashboard.
- *Unbias*: Powered progressive political campaigns by making data science tooling accessible for campaigns.
- *Arcora Foundation, DentistLink*: Simplified referral care coordination and improved appointment compliance
- *Planned Parenthood, Q-Chat*: Prototyped social platform for LGBTQ+ teens to connect via facilitated online chat.
- *Barrington Gifts LLC*: Optimized e-Commerce site, analyzed conversion rates and re-designed UI to support.

### Visual Designer, CrowdRise by GoFundMe — Detroit, MI, May 2017- April 2018

Designed 200+ custom fundraising websites for enterprise non-profit clients. Setup analytics tracking to evaluate and improve performance. Collaborated with Customer Service teams to redesign self-service support center.

### Instructional Design Fellow, TechChange, Washington, D.C.—May-August 2016

Designed custom online learning experiences centered around technology, health and sustainable development.

### Human Factors Intern, UL-Wiklund — Concord, MA, May-August 2015

Conducted and analyzed usability tests for medical devices, including hybrid devices, imaging software and syringes.

## TOOLS

Paper and Pen, Sketch, Figma, InVision, Abstract, Zeplin, Google Analytics, HotJar, User Testing, Jira, Trello, Treejack, OptimalSort, Validately

## EDUCATION

Carnegie Mellon University, Pittsburgh, PA

B.S. Human-Computer Interaction and Decision Science, Minor in Learning Media

Graduated May 2017 with University and College Honors