

Sarah Moss-Horwitz

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WORK

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

- Designed complex, SAAS product from MVP to generalized product to support providers and payers around the US in transitioning to Value Based Care.
- Led quarterly generative research with insurance plans and health systems.
- Created and shared personas to drive design, engineering and product decisions.
- Built on Nuna's design system by designing components such as cards, flexible tables and filters.
- Spearheaded navigation redesign, decreasing build time by 300% and allowing for rapid scalability.
- Co-mentored summer design interns, worked with PMs to structure meaningful projects.
- Planned and led generative research with Medicaid patients and health plan stakeholders to inform algorithmic design to increase "match compliance".

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
- *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.

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

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

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

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

VOLUNTEER

- *Planned Parenthood, Q-Chat*: Prototyped social platform for LGBTQ+ teens to connect via facilitated online chat.
- *US Digital Response*: Designed Conversational UI and website to support migrant workers in COVID.

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