

Kristina Razo

PRODUCT DESIGNER | Human-Centered Design & Systems Thinking

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EXECUTIVE SUMMARY

- **Product Designer** with **3+ years** owning **0→1 end-to-end UX initiatives** across **complex healthcare systems**; specialized in designing **AI-powered member-facing platforms** and **provider tools** across **web and mobile platforms** that enhance care coordination, streamline clinical workflows, and support over **1M+ patients** across diverse medical environments.
- **Clinical Expert** with **10+ years of labor and delivery nursing experience** supporting moms and babies through fertility, maternity, birth and delivery, NICU/pediatrics, lactation, and postpartum care - with deep clinical expertise and firsthand insight into the complexities of maternal-infant health, now applied to **building digital tools and experiences that better serve both patients and care teams**.
- **AI Innovation**: Designed and validated 10+ **AI powered**, patient-facing features (telehealth, AI pharmacy chatbot, symptom checker/triage tool, scheduling) elevating **member experiences** for 1M+ patients across 11 hospitals.
- **Strategic cross-functional collaborator** skilled at **aligning clinicians, engineers, and executives** to translate **systems thinking and design strategy** into measurable business impact: **50% reduction in patient intake time**, **33% improvement in workflow efficiency**, and **40% increase in care coordination** through **evidence-based design** and **usability validation**.

RELEVANT EXPERIENCE

UX Designer | UX Researcher • Marshfield Clinic Health System

Oct 2022 - May 2024 | Remote | Full-time

Nonprofit, integrated health system delivering care, research, and education serving nearly 1 million patients across Wisconsin

- **Led cross-functional teams** of designers, product engineers, software developers, and clinical and operational stakeholders to conceptualize, design, and validate 10+ patient-facing products across mobile, web, and enterprise platforms - delivering evidence-based solutions that enhanced care delivery for 1M+ patients across 11 hospital locations.
- **Designed and launched enterprise journey mapping platform** visualizing 100+ digital touchpoints across integrated health systems, driving cross-team alignment, informing product roadmaps, and shaping **future platform strategy and architecture**
- **Independently led thoughtful research studies** using qualitative and quantitative methods - including user interviews, surveys, and usability validation - to translate clinical workflow needs into design concepts and ensure safe, effective product use across diverse patient populations.
- **Established design standards and usability guidelines** for enterprise healthcare platform serving 86,000+ regulatory documents - conducting heuristic analysis and user validation to ensure consistent, compliant interfaces across complex medical information systems.
- **Designed integrated care coordination system** that improved patient engagement by 40% through multi-touchpoint mobile interface connecting clinical workflows (virtual care appointments, diagnostics, medications) - ensuring seamless care delivery across complex healthcare ecosystems.
- **Optimized clinical intake workflows by 50%** through mobile interface design and process validation - reducing operational costs and improving care delivery efficiency while maintaining patient safety standards in high-volume healthcare settings.

UX Designer | UX Researcher • Paper Pinecone

Jan 2022 - Jun 2022 | Remote | Contract

Online marketplace for finding, comparing, and sharing information about preschools, daycares, and early childhood education providers.

- **Achieved 96% search success rate** (60% improvement) through iterative usability testing and human-centered design optimization - demonstrating expertise in research-driven design validation methodologies applicable to complex healthcare interfaces.

- **Drove platform engagement and business growth** by leading user research to uncover 10 key pain points, driving search engine redesign and launch of 5 new features—including favorites lists, direct messaging, virtual tours, and scheduling—enhancing user experience and platform usability.
- **Delivered strategic design solutions** through collaboration with CEO and design team to implement user-recommended features aligned with business objectives, producing 15 wireframes, 2 interactive prototypes, and comprehensive style guide for brand consistency.

UX Designer | UX Researcher • Contract • Wines of the San Juan

Feb 2022 - Aug 2022 | Remote | Contract

eCommerce website for winery in northern New Mexico offering handcrafted wines.

- **Delivered data-driven design recommendations** through comprehensive user research using 30+ interviews, surveys, heuristic evaluation, and competitive analysis - creating validated personas and user journey maps to identify UX improvements and inform strategic design decisions.
- **Enhanced user experience and conversion optimization** by designing wireframes and prototypes in Figma, iterating based on usability testing to improve interface design and eCommerce performance.

Registered Nurse • Labor & Delivery, Cardiac Cath Lab • Sarasota Memorial Hospital

Apr 2013 - Oct 2022

Nonprofit, regional health system serving nearly 2 million patients annually across Southwest Florida

Clinical Excellence & Patient Care

- **Delivered direct patient care** for 4,500+ patients throughout antepartum, labor, delivery, and recovery phases, with focused support and education in breastfeeding and newborn care.
- **Assisted 50+ physicians** during delivery, treatment, examination, and surgical procedures in the operating room, using advanced medical monitoring and intervention technologies.
- **Optimized patient care workflows** in Cath lab to improve efficiency and maximize capacity while maintaining high-quality care standards and patient safety protocols.

Cross-Functional Leadership & Clinical Operations

- **Led high-stakes clinical programs** managing cross-functional teams of 30+ nurses, physicians, and technicians in surgical environments - delegating critical responsibilities, coordinating complex procedures, and maintaining program schedules using advanced cardiovascular and surgical technologies.
- **Developed training and validation protocols** for complex medical device workflows, creating 20+ standardized procedures to ensure safe, effective use of monitoring, cardiac, and surgical technologies while onboarding clinical staff and maintaining regulatory compliance standards.
- **Reduced clinical errors and enhanced patient safety** by creating standardized communication protocols and workflow optimization tools that improved care transitions during high-risk procedures involving advanced medical devices and monitoring systems.
- **Managed stakeholder relationships** collaborating with 150+ providers to determine individualized care plans and provide clinical recommendations based on comprehensive patient assessments and evidence-based protocols.

EDUCATION & CERTIFICATIONS

UX Design • General Assembly

Neonatal Resuscitation Program (NRP) Certified

BA of Nursing • State College of Florida

Certified Lactation Counselor (IBCLC)

SKILLS/TOOLS

UX Research & Design: User Research, Design strategy & sprints, Prototyping, Usability testing, Workflow optimization, User interface design, Design systems, Accessibility, AI-assisted workflows, Quantitative Data Analysis, Project Management, 0→1 & end-to-end product design, Data-informed design iteration, Cross-platform design (web, iOS, Android), Personalization, Member experience design

Healthcare Technology: Clinical Workflow Design, Medical Device Interface Design, Regulatory Compliance, Human Factors Engineering, Healthcare Information Systems, Care Coordination/engagement Platforms, Virtual care and maternal health UX, Workshop facilitation for cross-functional alignment, health equity

Tools: Figma, FigJam, Userlytics, Adobe Creative Suite, Microsoft Teams, Miro, Airtable, Google Suite