

Summary 15+ years of product design experience giving front line workers superpowers

Primary Roles Thought leadership in product design strategy and user experience process.  
Agile UX product development and graduate teaching.

### Selected Professional Experience

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#### Principal UX Product Designer

Ontrak, Inc.

Remote - Santa Monica, CA

April 2019 – March 2021

Total digital transformation to SaaS with a cross functional agile team.

**Grew revenues from \$15M to \$82M in 2 years.**

- Design business levers UI controlling AI driven member engagement
- Deliver multi-channel member engagement (mobile, video, voice)
- Collaborated with clinical stakeholders to align on coaching goals
- Designed coaching tools to support member and customer outcomes
- Process reengineering to match members with providers

Health plans **cut costs by 40%** through appropriate health care utilization, behavioral health, and adherence to clinical pathways.

Rapid Agile Design Integrated secure messaging and telehealth HIPPA compliant video portal **from concept to launch in 60 days**. Rapidly generated mid-fidelity clickable prototypes supporting:

- On-site and remote care team and stakeholder research
- Research synthesis and cross-functional team facilitation
- Tests of product management and clinical assumptions
- Faster time to market, beating out competitors
- Feature iteration and prioritization for product roadmap

#### Sr Staff UX Interaction Designer

GE Digital

San Ramon and Pleasanton, CA

March 2013 – April 2019

UX lead for first SaaS migration to the Predix Cirrus Design System.

UX Product Design Lead for Industrial IoT engagement that **closed \$180M 10-year service contract and doubled sales over two years.**

Most senior sole contributor to flagship GE Digital industrial internet applications Asset Performance Management and ServiceMax.

UX User Research lead for APM and a reporting and diagnostic tool for SmartSignal machine learning analytics engine.

Design Leadership for Agile scrum team developing enterprise cloud applications and platforms including **monitoring and diagnostics for 12% of the world's power supply**. Collaboration with diagnostic engineers to iterate on data visualization, diagnosis & maintenance strategy for GE's businesses and customers worldwide.

- Champion of customer-lead product design across GE businesses
- Adapted UX strategy techniques to Agile software development for:
  - o Product roadmaps and business ecology
  - o Journey maps and customer/product lifecycle
  - o Site visits for context and ethnographic research

Developed lean interaction design process using Sketch/Craft/InVision clickable prototypes to align PMs, visual designers, & software engineers.

**Experience Design Lead**

Coolaboratory  
 San Francisco & Oakland, CA  
 July 2009 – March 2013

Contract and consulting experience design to digital agencies including Razorfish, Sapient, EVEO, AKQA and others.

Information Architecture & UX for web apps, video streaming app, touch screen wall, tradeshow kiosks, iPhone & iPad apps.

Product Design & Development from concept through functional prototype for wearable wireless toy and Exploratorium exhibit.

**Tools**

Sketch, Craft, InVision, iRise, Axure, Omnigraffle, Photoshop, InDesign, Arduino microcontroller programming, Rapid prototyping (3D modeling & printing, product hacking, hand and machine tools, composite molds and layup, laser cutters, etc.)

**Academic Experience****Lecture Pool Instructor**

University of California  
 Berkeley, CA  
 Summer 2017

Graduate Course Instructor for “Interactive Device Design” at the Jacobs Institute for Design Innovation in the School of Engineering. Students create connected Internet of Things devices from concept to business plans, video documentation, and working prototype.

**Asst. Adjunct Professor**

New York University  
 New York, NY  
 Fall Semesters 2003–2005

Professor of “Introduction to Physical Computing” in the Tisch School of the Arts' Interactive Telecommunications Program. Graduate course covering basic electronics, microcontroller programming, production of physical interfaces, experience and interaction design.

**Guest Speaker**

**Make:SF Founder**  
 Bay Area Maker Community

Public Speaking on Information Architecture and Physical Computing:

- Device Design Day, Colorado College Inter-Disciplinary Experimental Arts
- NYU School of Continuing Education
- Pratt Institute Manhattan

Workshop Producer Local Maker “Meetup” group up to 3000 active members. Produced 200 mini-workshops as an avenue for Makers to collaborate, present their work, and build their vocabulary of skills.

**Education**

Carnegie Mellon University Pittsburgh, PA  
 Industrial Design, BFA with university honors

New York University New York, NY  
 Interactive Telecommunications Program, MPS

Andrew@Milmoe.com

917 915-2338 Greater Chicago Area