

Sherri Hutchinson

Senior Interaction Designer



// Experienced In

Electronic Record Applications
 Patient Portals
 Patient Engagement
 Medical Analytics
 Medical Practice Admin Sites
 Financial Websites
 FINRA Regulated Websites
 Games
 Intranets
 Client Portals

// Contact

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 Skype: sherri.hutchinson1

// Experience

2018-Present Greenway Health

Senior Interaction Designer

Working at an EHR software company that is an industry leader, I perform the following :

Create intuitive and easy-to-use user experiences and workflows for Electronic Health Record Applications.

Research customer needs/goals along with business requirements to create workflows, wireframes and design documents.

Collaborate with Product Management, Business Analysts, Usability Analysts, Customers, Engineers, and other stakeholders to understand the needs and goals of the products.

Quickly communicate design ideas by whiteboard sketching and wireframes using industry standard wire framing tools.

Create prototypes that are high-level to pixel-perfect, as appropriate, to demonstrate workflow and/or specific UI interactions.

Follow established standards and utilize existing design patterns to ensure a consistent and intuitive user experience, defining and contributing significant design patterns when needed.

After designs and workflows are created, provide feedback and steering to 6-8 Scrum teams during development, responding to technical challenges, time constraints and user feedback to find possible solutions – (using AGILE software development).

Travel to different cities in usability customer engagement to gather and assess feedback.

Always remain current on industry trends and best practices for design.

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// Experience

1997-2018

Big Idea Creations

Creative Director

Designed mobile APPs and complex games in Sketch, Axure and Unity.

Worked with clients to create websites, intranets, client portals, custom mobile apps, social media and marketing campaigns.

Created wireframe designs in Axure and Sketch. Refaced games in Unity.

Presented to clients initial concept of design utilizing website usage tools such as Google Analytics, user experience and client feedback for websites, intranets, client portals and custom APPs.

All websites were created in HTML Bootstrap or with a content management system such as WordPress and built to be responsive on all mobile devices.

Responsible for concept, design, HTML, Javascript, custom forms, search engine optimization, Google Analytics and Google Webmaster.

Problem solved issues with clients for streamlining back-office procedures in developing intranets and custom APPs for time management and inventory control.

Worked with IT, marketing team and users to facilitate development process and meet tight deadlines.

Addressed issues with current system or website and presented solutions to clients, staff and management in a clear and concise manner.

Created custom pages for social media accounts, curated content on a daily basis and ran Facebook ads.

Trained clients on website management and updates, social media and email campaigns. Created detailed training manuals with easy to follow instructions to give clients the ability to update their websites and manage their social media accounts.

Maintained websites, including optimization, updates and analytics.

Recommended improvements to websites and social media, based on marketing products and services, website optimization. Created "explainer videos", YouTube channels, provided SEO optimization for videos and embedded videos in websites.

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// Experience

1994-1997 **Wheat First Securities** Graphic Designer/Web Developer

Designed, wrote, edited and proofread weekly and monthly corporate newsletters using Quark Express.

Worked closely with analysts on the trading floor to create content for weekly articles.

Worked with financial advisors to design brochures, mailers, and promotional pieces, as well as content creation and editing.

Managed marketing campaigns for financial advisors, involving mailing lists, designing custom mailer announcements, brochures and ads.

Designed the first corporate website in HTML and intranet in HTML and ASP.

Presented the first website concept and design to the board of executives and top-earning financial advisors.

Adhered to strict SEC and FINRA guidelines.

Was an active member of a technology and internet roundtable group involving IT and web designers of top investment firms throughout

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// Education

2010 Academy of Art [Web Design and New Media](#)
1985 East Carolina University [Political Science](#)

Figma	UX Design	Medical Analytics
Sketch	WordPress	Photoshop
Axure	Unity	Illustrator
InVision	EHR Screens	Mobile APP Design
Interaction Design	Patient Engagement	Game Design