

NATALIE HAY, PHARM D

UX/PRODUCT DESIGNER

EDUCATION

- 2012 **Medical University of South Carolina**
Doctor of Pharmacy
- 2005 **College of Charleston**
Bachelor of Arts in Biology
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CERTIFICATIONS

- 2023 **Pendo x *mind* the PRODUCT**
Product Management Basics, Product Analytics, Product Led Growth-in progress
- 2022 **Center for Humane Technology**
Foundations of Humane Technology
- 2019 **CareerFoundry**
User Experience Design
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EXPERIENCE

- Jun 2022–Present **Clearstep, Senior Product Designer**
- As the only designer, my responsibilities include: forming the overall design strategy for AI chat self triage patient experience; conducting user research and usability testing; working closely with our customers and designing features that solve their pain points; prioritizing product roadmap/post launch iterations and release management based on customer value features and stakeholder feedback; supporting marketing efforts; working cross-functionally with eng, clinicians and customer success; defining product requirements and user stories that outline functional specs, UX/UI designs and acceptance criteria for eng teams; helping to define our metrics and product goals with leading company workshops.
- In the last year, some of my efforts led to an overall increase from 25% to 40% initiation of conversation rate and completion rate from 65% to 79%.
- UX Enhancements of digital self triage introduction to chat:
- +18% conversation completion
 - +41% "see booking options" question answered
 - +32% number of questions answered
 - +17% NLP auto-confirmation
- UI enhancements along the funnel:
- +2.4% CTA engagement
 - +19.94% increase in consumers engaging with care options after a conversation
 - -9% reduction in drop-off at a main friction point in conversation
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Mar 2022 – Present

Below the Waist Cancers, Board of Directors – Member

BTW offers community education, outreach efforts, and advocacy, along with financially assisting women who are undergoing current treatment for gynecological cancers. I provide advice and contribute to major decision making on operations and the strategy of the organization. I also maintain, update the design, and content on our website.

Feb 2021 – Jun 2022

AliveCor, UX Designer

Led end-to-end design efforts with one PM and delivered two MVP products: a new feature to the existing Kardia app and a completely new app for employers and payers from concept to launch in the app store.

- TeleConnect: addition of virtual cardiology video consultation. I was responsible for designing the consumer facing mobile app and the clinician portal. Research showed that the new design improvements for booking a consult flow time was brought down from 10 minutes to 92 seconds.
- KardiaComplete: a personalized cardiology program with an interdisciplinary care team, behavioral heart health coaching, and virtual cardiology visits. I was responsible for the consumer facing app and post launch enhancements.

In addition to design, I engaged with key stakeholders to provide clinical input from my experience working in healthcare. I contributed my SME knowledge to help with medicine class guidelines for the chat experience in KardiaComplete. I also collaborated with other designers on feature requests and white label wearable device projects.

Mar 2020 – Feb 2021

Premier Healthcare Management, UX Designer

Created new user experiences for our internal and external users of the product. I was also responsible for maintaining and creating our new design system in collaboration with developers and data scientists. Other responsibilities included: design for projects as implemented, such as data visualization for providers and internal users that will have a direct impact on patient care.

Aug 2019 – Feb 2021

Circle Health Technologies*, Contract UX Design Consultant

Led the new design and conceptualization of a file sharing and messaging platform for healthcare professionals. I provided solutions to solve our user needs and business challenges directly with the CEO. This project will simplify how healthcare workers communicate allowing more time to spend with patients. *The name has been changed to comply with confidentiality agreement.

2012–2020

Pharmacist, Specialty and Compounding

Compounding and specialty pharmacies focus on creating custom medications and providing specialty treatments for patients with rare disease states. While in these roles, I researched provider inquiries, recommended treatment options from evidence-based medicine and utilized my clinical knowledge to help solve complex patient cases. All of these interventions played a key role in improving health outcomes and increasing direct access to care.