

Chelea D. Lanham | She/Her

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SUMMARY

Seasoned professional with 6 years in UX design and digital health. Expert in enterprise account management, delivering user-centric solutions, and enhancing client success. Proven track record in cross-functional team collaboration and intuitive product enhancements.

WORK EXPERIENCE

CVS Health

Chicago, IL

Manager, UX- Voice Designer of Intelligent Agent Program

Jul 2021 - Apr 2023

- Designed and implemented user-centric enhancements for an Intelligent Agent (IA) program, ensuring an intuitive user experience and facilitating successful user adoption.
- Conducted User Ability Testing to refine chatbot functionality, and crafted a UX Style Guide to standardize design best practices across the team.
- Collaborated with cross-functional teams in an Agile setting to execute deployments, and effectively communicated high-level design concepts to business partners.

Wolters Kluwer

Chicago, IL

Voice User Interface Designer

Sep 2019 - Jun 2021

- Enhanced Interactive Voice Response (IVR) systems by integrating innovative design improvements and patient navigation strategies, resulting in a more intuitive user experience.
- Contributed to a significant increase in customer retention, achieving an 8% improvement in 2020 through the successful management and design of campaigns for nine clients.
- Facilitated the expansion of script designs, leading to the development of over 80 topical responses by content and creative teams during the COVID-19 pandemic, and provided training on UX best practices to new designers.

Voice User Interface Intern

Jun 2019 - Aug 2019

- Supported the voice design team in creating and executing campaigns, ensuring client satisfaction by providing meticulous audit completion for the Transition series.
- Collaborated with senior designers on scripting documentation and audio production, contributing to the refinement of voice talent performances.

Freelancer

New York, NY

Media Consultant

Jan 2016 - Jan 2018

- Developed and refined content to enhance audience engagement, successfully editing and preparing a devotional book for Amazon publication.
- Contributed as a beauty columnist for "Gospel Today," providing well-researched insights into contemporary beauty trends.
- Ensured compliance with submission guidelines and met rigorous deadlines for content delivery across various media platforms.

EDUCATION

Northwestern University

Chicago, IL

Master of Science – Health Communication

Aug 2019

Saint John's University

New York, NY

Bachelor of Science – Communication Arts

May 2008

CERTIFICATIONS

Udemy's Online Course- UX Writing

IDEO'S Online Learning Experience Certification- Design Thinking

The National Council for Behavioral Health Certification - Mental Health First

Aid

SKILLS

Effective UX Writer • Conversation Designer • Account Management • Project Management • Conflict Resolution •

Communication • Data Analysis • Customer Relationship Building • User Experience • UX Design

• Leadership • Relationship-building • Strategic Influence • Product Knowledge