

Christa M. Houlahan

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DESIGN LEADER in digital transformation and creation of digital products. Experienced with solving complex problems across numerous industries and audiences, bringing measurable, positive impact to businesses and consumers. Passionate about product design to improve delivery and experience of healthcare. Strong collaborator, effective leader, and influential mentor.

|| AREAS OF EXPERTISE

- Digital and Customer Experience Strategy
- Experience Design
- Service Design
- Consumer and Competitive Research
- Customer Personas and Journeys
- Responsive Web and Native Mobile Apps
- Information Architecture and Interaction Design
- Accessibility
- Concept and Usability Testing
- Behavioral Economics as applied to UX

|| EXPERIENCE

Isobar U.S. (formerly Roundarch and Roundarch Isobar), 2008 – Present

Isobar is a digital agency that delivers experience-led transformation and solves complex business challenges through design for ecosystems, products, and services.

Director, Experience Strategy and Design, 2012 – Present

Associate Director, Experience Strategy & Design, 2009 – 2011

Senior User Experience Designer, 2008 – 2009

- Lead experience design efforts for multiple clients: month-long engagements to long-term partnerships
- Define strategic direction for customer experience
- Direct the execution of the strategy and project teams of 2-5 experience designers
- Collaborate with in-house and client creative, development, functional, analytics, and program management disciplines
- Drive growth and development of Boston and national Experience Design teams
- Founding member of Boston office for Roundarch

Project Highlights:

- Helped grow **Healthways** – a population health and well-being improvement client – from initial assessment of digital offering to 6-year partnership. Designed suite of digital products that save millions in healthcare costs for their clients by helping people live longer, happier, and more productive lives.
- Led team of UX and visual designers in agile design and development with **Eagle Investment Systems** to create new products for asset management customers to access and interact with data on demand.
- For **Bloomberg**, designed new subscription-based legal tool and conceived product for pharmaceutical, healthcare, and life sciences industries to leverage terminal data and unlock new revenue streams.

Other clients include: Tivity Health, Southwestern Health Resources, Trustmark, Hannaford, HBO, Waters, Northern Trust, State Street Corporation, United States Air Force, and Air National Guard

Keane, Inc. (formerly netNumina), 2005 – 2007

netNumina/Keane is a digital consulting firm that offers integrated strategy, creative design, technology architecture, solutions construction, and application management services.

Principal Consultant – Information Architect

- Defined user experience strategy and designed solutions for digital products
- Conducted requirements gathering, user research, persona and scenario development, information architecture, interaction design, rapid prototyping, and usability testing

Project Highlights:

- For **Pfizer Health Solutions**, designed application for care managers to holistically view needs and care of patients with complex health conditions and socioeconomic considerations.
- For **State Street Corporation**, led user experience for several work streams of multi-track effort to design new experience for State Street customers to manage and view consolidated financial information online.

Independent Consultant

2002 – 2005

- Information architect, user interface designer, and usability specialist for variety of product development and consulting firms.
- Clients included **Siebel Systems/eDocs, One Source, Zantaz/Steelpoint Technologies, Citigroup, Wells Fargo, and Experience.com.**

ZEFER/Niteo Partners, 1999 – 2001

ZEFER was a consulting firm specializing in helping brick-and-mortar companies and startups to leverage the internet in their business.

Senior Designer

- Information architect and usability specialist
- Designed for business-to-business, consumer, and intranet sites in healthcare, financial, aerospace, construction, automotive, and utility industries
- Clients included **Siemens e-Utilities, Clark Construction, Ford Financial, Polaroid, and Health Dialog**

|| EDUCATION

Carnegie Mellon University School of Design

Master of Design in Communication Planning and Design, 1999

Carnegie Mellon University

Bachelor of Science in Technical Writing, 1996