

lindsay deHaas

senior ux designer/researcher

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The Andover Companies

/ Senior UX Designer
Jan 2023 - Present, Boston, MA

- Managed design strategy and deliverables across the company's digital portfolio
- Influenced and instilled an understanding, awareness and drive for digital accessibility across digital teams and business leadership
- Cultivated a reputation for success, knowledge and quality
- Decreased error rates and increased adoption of critical B2B digital product through user testing, confirmation testing, design strategy and delivered design changes
- Decreased customer service calls through research and design changes through the entire service and digital cycle of B2C with B2B support
- Mentored junior designers and implemented research and design management and tracking processes

Projects Include:

- Agent Portal: sole designer responsible for UI/UX updates, design system changes, sprint support and user research for critical B2B digital product
- Insured Portal: achieved approval across business and digital leadership for design improvements, increasing user engagement and decreasing customer support calls
- Spearheaded collaboration across teams, trains and lines of business to maximize user satisfaction in a Fortune 4 company
- Worked lean in the scaled agile framework at the enterprise level
- Created wireframes, prototypes, workshops and designs for web and app to facilitate collaboration among stakeholders and design disciplines
- Conducted user research, consulted multiple sources of metrics and customer feedback to create and implement design strategy

Projects include:

- Buy Online Pickup in Store: led UX design for a digital pickup option for CVS customers during early pandemic, researched and designed wireframes, iterated, tested low and high fidelity prototypes, presented to large groups of leaders and stakeholders in this large, long, cross-train initiative
- Single Cart: led UX design for an initiative combining prescription and front store purchases in a single, digital cart
- Long term sprint-level design work supporting platform conversion, leadership escalation and voice-of-customer concerns

CVS Health, Digital Innovation Lab

/ Senior UX Designer
July 2020 - Jan 2023, Boston, MA

- Led design and research on various cross-division projects including medical device
- Bridged user and stakeholder needs to maximize ROI through stakeholder involvement, communication, project goal-setting, user research and presentation
- Conducted user research and created user flows, site maps, sketches, wireframes, iconography, low and high fidelity prototypes, and iterated designs based on research findings
- Pioneered research and design for customer onboarding in wearable med device app
- Increased engagement, wear time and satisfaction for wearable end users
- Led qualitative research including remote and onsite, moderated and unmoderated usability tests, interviews, contextual inquiries, surveys, data abstraction, literature research, persona development, customer journey mapping, accessibility audit and heuristic and competitive analysis
- Delivered quantitative analysis: surveys, metrics, benchmarking and best-worst scaling

Hologic, Inc

/ UX Designer, Researcher
Jan 2020 - June 2020, Boston, MA

Embr Labs

/ Lead UX Researcher
June 2019 - Dec, Boston, MA

Skills / Accessibility
Workshop leading
User interviews
Heuristic analysis
Competitive analysis
Persona development
Remote/onsite testing
Wireframes/Prototypes
Information architecture

Tools / Figma
Miro
Sketch/Invision
UserTesting.com
FullStory
Jira
Tableau
AirTable
Adobe CC

Education / MS Human Factors in Information Design, Candidate 2025
Bentley University, Waltham, MA
UX Design Intensive
General Assembly, Boston, MA
Research Fellowship
Bastyr University Research Institute
BA Double Major
Spanish and Biology, Minor Art
University of Alaska, Fairbanks, AK
La Universidad de Oviedo, Spain