

# Preethi Gopalan

Senior Product Designer in Boston with 5 years of experience crafting web / mobile solutions in retail, healthcare, and banking sectors.

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[Linkedin profile](#)

## EXPERIENCE

### Kroger Technology & Digital / Product Designer

July 2023 - Present / Cincinnati, OH (Remote)

Lead the design strategy and execution for KrogerHealth.com, a B2B healthcare platform, **ensuring seamless enterprise-level usability for healthcare providers.**

Design a **B2B/B2C digital experiences** (Web, mobile web & native apps) for shoppers and patients with chronic conditions, contributing to revenue growth from \$520M to \$1B.

**Define product roadmap**, prototype & ship core MVP features within 6 months, focusing on SEO compliance, Research & Design.

Implement enterprise master patient index (**EMPI**) **solutions**, enhancing patient identity resolution across multiple healthcare touchpoints.

### OpenClinica LLC / UX Designer II

JAN 2022 - MAY 2023 / Boston, MA

Led a user centered design process from discovery to delivery for 6+ releases through close collaboration with engineering & PM and released 40+ detailed and robust design solutions

Shaped UNITE's (EHR & EDC integration) product direction, vision & strategy, identified core user loop with PM and delivered detailed and robust design solutions within **3 months** while working closely with engineers which exceeded the revenue goals by 150% and increased the subscription rate by 15%.

### Citizens / UX Designer

JUN 2021 - JAN 2022 / Westwood, MA

Drove end-to-end UX for an ID detection feature to enhance online account opening experience on **mobile, web** and **app** thus increasing **the account rate** by **3.33%** in **6 months**.

Leveraged analytics/data and user research (qualitative & quantitative) data to inform design decisions.

### OpenClinica LLC / UX Designer

JUN 2019 - JUN 2021 / Waltham, MA

Redesigned Source Data Verification module to a 5x increase in study completion rates and 10% decrease in customer support calls.

### Ipsos / UX Design & Research

FEB 2019 - JUN 2019 / Boston, MA

Created test plans, developed recruitment screeners and moderator's guides, analyzed data, moderate studies, and reported findings.

### LambdaZen LLC / Design Intern

MAY 2018 - AUG 2018 / Burlington, MA

Designed a dashboard system for the retail industry for reporting and managing RFID based information.

## SKILLS

### Formative

User Interviews, Competitive Analysis, Surveys, Contextual Inquiry, Guerrilla research methods

### Generative

Storyboarding, Prototyping, Affinity Mapping, Personas, Wireframes, Journey maps, User flows, Sketching, Design and Human centered thinking, Visual design, Interaction design, Information Architecture, UI styles, strategic product thinking

### Summative

Heuristic Evaluation, Usability Testing, Cognitive Walkthrough, A/B Testing

### Tools

Figma, Photoshop, Illustrator, Invision, Sketch, Adobe XD, Axure, Agile methodologies

## EDUCATION

### MS-Human Factors in Information Design

Bentley University

Waltham, MA

AUG 2017 - MAY 2019

### Bachelor of Technology

Sathyabama Deemed University

Chennai, India

AUG 2003 - MAY 2007

### Diploma in Financial Management

Loyola Institute of Business

Chennai, India

JAN 2011- JAN 2012

### AI in Healthcare

MIT Professional Education