NIRALI OZA
CX DESIGN MANAGER

niralioza.com | niralioza@utexas.edu | LinkedIn

EDUCATION

- **M.A. in Design focused on Design in Health** @ The University of Texas at Austin, 2020-2021

- **Bachelor of Medicine, Bachelor of Surgery, M.B.B.S.** @ Maharaja Krishnakumarsinhji Bhavnagar University (India) 2010-2015

- **Postgraduate Certificate in Media and Medicine** @ Harvard School of Medicine, 2020-2021

- **Certificate in Graphic Design** @ Shillington School of Design, 2018

SKILLS & TOOLS

Design Research

- Contextual Inquiry
- Observations
- Interviews
- Participatory designs
- Workshops facilitation
- Surveys
- Market research
- Analogous research

Service Design & Strategy

- Strategic foresight
- Scenario building
- Roadmapping
- Prioritization
- Root cause analysis
- Service blueprinting
- Value proposition
- Visioning

Mapping

- Stakeholders
- Journey/Experience
- Empathy
- Ecosystem
- Context
- Concepts
- Value
- Flow/Process

Software

Adobe (Illustrator, InDesign, Photoshop, Captivate,) Qualtrics, Miro, Mural, Usertesting.com, Condens, Asana, Canva, Office 365, Teams, Animaker.

EMPLOYMENT

Consumer Experience Design Manager

Intermountain Health, SLT, UT (Aug 2022 - Present)

- Scoped and planned system-wide, end-to-end journey co-creation sessions with patients and stakeholders to identify opportunities/gaps and map current and future initiatives.
- Distributed surveys and conducted extensive internal and external stakeholder interviews to understand and assess the backend operations to support healthcare transitions.
- Translated data regarding stakeholders' needs, behaviors, priorities, and concerns into actionable steps using the moments that matter framework.
- Helped leaders see the connection between research and customer insights in choosing the right tech solutions that address business and consumer needs.

Senior Service Designer

CDHI at UCSF, SF, CA (Fab 2022 - Aug 2022)

- Led system-wide, in-person workshops to identify root causes for the pain points and bottlenecks regarding patient flow.
- Help stakeholders visualize and prioritize the initiatives based on desired impact and efforts.
- Collaborated with a vendor to map the product's features and functions to the user's pain points to determine the desirability and value proposition of the tech solution.

Service Design Fellow

Design Institute for Health, TX (Jun 2021 - Feb 2022)

- Mapped the current competency restoration flow/process (backend), showcasing opportunity areas, bottlenecks, and gaps in care.
- Facilitated workshops with stakeholders from the criminal justice system and Austin state hospital to review the current state map and ideate solutions.

Program Specialist

Texas HHSC, TX (Jan 2020 - Aug 2020)

- Designed and developed digital educational materials and interactive learning modules for aspirant Medicaid Providers.

Digital Health Specialist

UMASS Medical School, MA (Jan 2019 - Jan 2020)

- Developed the information architecture for a digital research recruitment platform and translated complex clinical trial information into a patient-friendly digital platform for the general public. (Conquering Diseases Initiative)

Design Studio Intern

Omnicom healthcare, NYC (Jun 2018 - Jul 2018)

- Designed illustrations, infographics, presentations, brochures, and booklets for healthcare communication projects.