

VIKI SCHRAGER

EXPERTISE

Design & UX leader with more than 20 years experience.

Devoted user advocate and nurturer of design teams. Dedicated to creating and maintaining the highest levels of usability and design, for optimal digital results.

Certified SAFe® Agile Product Manager
Digital Strategy
Design Thinking
UX Design (Desktop & Mobile)
Creative Direction
Agile Methodologies
Localization & Accessibility
Team Leadership

INDUSTRY EXPERIENCE

Medical Device
Education
Pharmaceutical/Healthcare
Financial
Non-Profit
Digital Agency

TECHNICAL SKILLS

Adobe Creative Suite
Sketch
InVision
Axure
Framer
Jira, Confluence, BitBucket
and many more...

EDUCATION

BFA, Design
State University of
New York College at Buffalo

PROFESSIONAL EXPERIENCE

PRINCIPAL USER EXPERIENCE PROJECT LEAD

Insulet Corporation | Oct 2016-Present

Leads tactical and innovative UX initiatives, within an agile environment, on mobile applications. This includes leading the flagship experience for the first FDA-approved tubeless, Artificial Pancreas product for people with diabetes and their caregivers.

Defines safe, effective, and delightful user experiences for mobile experiences using industry-standard tools such as Creative Cloud, Sketch, Zeplin, Abstract, Overflow, etc. Delivery assets include: wireframes, UX flows, design assets, technical reviews, prototypes, GUI specifications, etc.

Presents design concepts and user experience vision in a compelling and positive manner (with whiteboard sketches, storyboards, prototypes, wireframes, or interactive presentations) to all levels of the company-from tactical agile software teams to executive leadership and to our customers.

Easily works in a fast-paced, SAFe Agile environment and creates project backlog and preps for PI planning and sprint planning.

Closely collaborates with team members (located globally) using Webex, JIRA, Confluence (and other tools.)

Strategizes and plans for UX User Research tests and Formative testing.

Collaborates daily with cross-functional teams (system engineering, human factors, marketing, clinical, regulatory, and development), to create, translate and refine complex business and feature requirements into effective UX experiences.

Lead UX discussions with key technical integration partners such as Dexcom, Glooko, Abbott, etc. to understand their requirements, APIs, and lead UX requirements including branding discussions.

Collaborate heavily with Medical Affairs, Quality Design Assurance and Human Factors teams to ensure our designs are safe and effective and meet FDA guidelines for a medical device experience.

Ability to pivot and alter course quickly when scope or requirements are changed.

Mentors junior staff in all aspects of UX work. Invests in and supports fellow UXers in their growth and development.

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VIKI SCHRAGER

WORK EXPERIENCE

SENIOR USER EXPERIENCE MANAGER

CVS Health Innovation Lab | 2015-June 2016

Led and managed UX on large multi-disciplinary projects for mobile applications including CVS Retail, Specialty, and Caremark; conceptualize, design, and define user experiences for optimal outcomes.

Translated complex cognitive challenges into elegant experiences via digital channels; communicate a vision of the end user experience.

Acted as UX advocate and educate various groups on agile methodologies for accelerating change.

Managed and mentored the UX team, develop project proposals and estimate resources.

Conducted user research and testing to both inform and validate design decisions, and focus on constant improvement.

SENIOR USER EXPERIENCE DESIGNER

Pearson | 2013-2015

Defined and executed UX for education-focused digital products and online applications; developed wireframes, page flow/task flow designs, navigation, and information architecture to satisfy the end user.

Collaborated with UX designers, prototypers, product managers, and engineers to deliver compelling designs that enhance learning and teaching.

Evangelized the role of user experience design across the company, present designs to cross-functional product teams for feedback and further development.

CREATIVE DIRECTOR (UX)

Verndale | 2001-2013

Led agency initiative to provide UX as a critical client service. Defined and developed company guidelines merging design, UX, and design strategy to generate new business and deliver influential online experiences.

Oversaw project design, IA development, and HTML execution to satisfy clients' online strategies across a broad array of verticals. Built creative teams during a period of rapid company growth and success.

Guided the company's design planning, decision-making, and execution during the company's earliest stages, as the only full-time design professional. (8-10 employees)

ADDITIONAL WORK EXPERIENCE

INTERACTIVE ART DIRECTOR

*Donovan Group
Boston, MA
2000 - 2001*

ART DIRECTOR

*Xceed
Atlanta, GA
1999 - 2000*

ART DIRECTOR

*InterWeb / Think New Ideas / Answerthink
Atlanta, GA
1997 - 1999*

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