

Virginia (Ginger) Poole

Portfolio: <https://gingerpoole.com>

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GINGER POOLE - Senior UX Product Designer

As a curious thinker and doer, I have a purpose-driven mission to solve complex product problems. I thrive on creating prototypes and then I take them into the field and listen with great empathy to the user's pain points and needs. I love being a part of great teams that operate in ambiguity but are still able to develop and deliver rapid, innovative solutions.

PROFESSIONAL INTERESTS

- Data Visualization
- ML/AI
- Accessibility and Inclusion in Design Practice

PROFESSIONAL EXPERIENCE

User Experience Design September 2013 – Current

Cigna, NC – Remote with Travel

Teams:

- Collaborate with Product Managers, Product Owners, developers, system analysts, QA, designers, and project managers
- Mentor junior designers
- Collaborate with Research team to create moderator's guides, screeners, and reports as well as serving as notetaker and observer during testing
- Partner and present designs to executive teams

Key Projects

- Created the design strategy, prototypes for research, mockups, designs system as well as developer specifications (including accessibility recommendations) for Cigna's Choose-a-Plan Tool
- Led the customer-facing mobile cross-platform mobile app design team (iOS and Android)
- Developed Data Visualization Standards for the responsive website myCigna.com
- Collaborated on design for myCigna section for Cigna Home Delivery Pharmacy

Current Responsibilities

- Use business requirements, metrics, and user testing data to produce user flows, wireframes, prototypes, high fidelity mockups for myCigna web, responsive web, and mobile app designs
- Participate in planning and observing user testing to validate assumptions, test designs, and understand qualitative and quantitative user data

User Experience Designer August 2010 –August 2013

LabCorp, RTP, NC

- Redesigned LabCorp's full Client Order Entry product with an emphasis on error-free entry. After the implementation of our platform, order time decreased from 30 seconds per order to 15 seconds per order.

- Developed and maintained design mockups, wireframes, prototypes, design specifications, navigation maps, graphical assets
- Led junior team members in relation to schedule, tasks, and creative direction

Information architect, ibm.com 1999 – February 2009

IBM, RTP, NC

- 5 years creating and maintaining information architecture artifacts including requirements, use cases, flow diagrams and site maps, wireframes, prototypes, and functional specifications for IBM.com
- 3 years planning, moderating, prototyping, and analyzing data from one-on-one research and focus groups

TOOLS:

- **Design Tools:** Sketch, Figma, Axure, Adobe CC Suite, Adobe XD, Invision, Microsoft products
- **Data Visualization Tools:** Tableau (Desktop Specialist Certified), Excel, SQL
- **Enterprise tools:** Slack, Git, Jira, Rally, Confluence, Trello, Mattermost

SKILLS

- **Design:** Sitemaps, wireframes, user flows, journey maps, visual design comps, high fidelity mockups, create design standards, follow brand guidelines, accessibility standards & specifications, Data Visualization best practices, Data Visualization commonly accepted chart types and visualizations
- **User Research:** Focus group facilitation, one-on-one user testing facilitation, moderator guides and screeners, analysis of test results, notetaker, User-Centered Design focus, participation in Design Thinking workshops, empathetic listening

EDUCATION

- BFA- Graphic Design - East Carolina University
- Rensselaer Polytechnic Institute – Certificate in Human-Computer Interaction (HCI) - 1-year part-time program
- MA - St. Mary-of-the-Woods- 4 years part-time
- UNC Coding Bootcamp - 6-month part-time program
- AR/VR Bootcamp - Circuit Stream- 10-week part-time program
- Data Visualization and Information Design Certificate - Parsons - 6-month part-time program

ORGANIZATIONS

- Triangle UXPA - Raleigh/Durham, NC
- Women in Tech Allies - Durham, NC
- Data Visualization Society