

# Chris Shafer

*I am an information architect & user experience professional with over 20 years of experience, specializing in complex applications. I bring a thoughtful, collaborative approach to my work, and a deep appreciation of the business goals that must underlie any initiative. An effective communicator, I'm able to take a project from concept to detailed specification.*

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## Product Design, Vindicet LLC

May 2007 – Present

### Management of Product Portfolio:

As part of the executive team, managed product roadmap, requirements, user experience design and usability testing for all of Vindicet's products. Worked as "bridge" between clients and development team to prioritize features and increase revenues. Products include:

- VPMS - a referral management and patient tracking platform serving post acute care. Operational in 60+ facilities in 11 states and used by over 1500 registered users, including Admitting Nurses, Hospitalists, Case managers and Insurance adjudicators.
- Vindicet Health Data System (VHDS) – a benchmarking/business intelligence subscription service purchased in 2014. VHDS integrates clinical and financial information in a series of easily read dashboards and reports. Currently used by over 30 Long Term Acute Care Hospitals.

### Awards

- In 2009, 2010, 2011 and 2012 Vindicet LLC was recognized by the Connecticut Technology Council as a top technology company to watch.
- 2011 & 2012 NALTH Goldberg Innovation Award for innovations contributing to improved patient care.
- In 2014, McKnight Technology Bronze award with Presence Health in Chicago

## User Experience Practice Lead, Acsys Inc

October 2005 – May 2007

Developed a formal user experience design/information architecture practice as part of Acsys Inc's (now The Primacy) interactive creative services. Worked closely with business development to define sales approach for user experience process. Managed creative website strategy engagements for clients spanning multiple industries including Amica Insurance, BusinessWeek and ING and hospitals including Virginia Hospital Center, Halifax Health and Stamford Hospital.

## **eBusiness Consultant, Aetna**

September 2004 – October 2005

Worked as part of an internal team of usability consultants, responsible for overseeing the user experience of all Aetna's Customer and Member-facing applications. Worked collaboratively with marketing, product management and human factors engineering to advise on business process requirements, definition of usability goals, and reviewed work-in-progress deliverables. Engagements included redesign of Aetna.com, a joint Medicare Part D marketing venture with WebMD and development of a Strategic Continuum of Care Strategy for Aetna's Secure Member Services Area.

## **Sr. Information Architect, Modem Media**

2000 – 2004 (4 years)

As a founding member of the information architecture practice at Modem Media (one of the country's first interactive ad agencies and a pioneer in the field) helped define the practice offerings and touch-points with other agency functions. Acting as a "bridge" between the Strategic Marketing and Creative Services functions, translated complex business goals and system requirements into visual "blue prints" used by visual design, copywriters and media developers to craft the final user experiences. Clients included GM (GM.com, MyGMLink/Secure Owner's Center, GM Automobile Configurator), IBM (IBM.com, Global Services micro-sites) Kodak (Kodak.com), and AOL (AOL Community, AOL RED, AOL Health, AOL Media Player)

## **Project Management, User Experience Design and Instructional Design Professional**

Various, 1989 – 2000 (11 years)

Responsible for Project Management, User Experience Design and Instructional Design engagements for various companies.

## **Education**

### **Pratt Institute**

1991 – 1992. Graduate Course Work, Human Computer Interaction

### **Rhode Island School of Design**

1984 – 1987. BFA, Illustration