caitlyn orta

A human first and user experience designer second, I'm driven by a love for well researched positive experiences for our audiences, telling a good story and most importantly, being a positive contributing team player for a collaborative work environment.

Academics

ROCHESTER INSTITUTE OF TECHNOLOGY
Rochester, New York
BFA in Graphic Design,
completed May 2016

MS in Human Computer Interaction
expected May 2024

Skills

USER EXPERIENCE DESIGN	RAPID PROTOTYPING
USER INTERFACE DESIGN	USER RESEARCH
HUMAN CENTERED DESIGN	HTML
WIREFRAMING	CSS
ACCESSIBILITY MARKUP	MENTORING
AXURE	FIGMA
ADOBE CC	SKETCH
INSTRUCTION	PRODUCT MANAGEMENT

Experience

ORACLE CERNER (2020 - 2023)
User Experience Designer I
- Rendered desktop and mobile prototypes in Sketch and Invision for usability studies for Connect Nursing and Powerchart Touch
- Rendered new visual designs in Sketch, Figma and Miro for Connect Nursing and Powerchart/ Powerchart Touch
- Provided instruction and created teaching material for large team transition to Figma and Figjam
- Derived insight on careful observation, discussions with stakeholders and other leading designers, knowledge of human factor/ usability principles and awareness of design
- Created new design patterns to be tested for usability studies for Connect Nursing and Powerchart/Powerchart Touch
- Provided design and accessibility guidance for Connect Nursing, Powerchart and large scale accessibility uplift for the Veterans Administration Powerchart Touch and VA Undertaking
- Contributed insight to projects that extended beyond only what the stakeholders said
- Consistently communicate with stakeholders, SMEs, other designers and researchers
- Aided in design standardization of UX practices such as defining design patterns for defining for Terra Platform

GENERAL ASSEMBLY (2022 - Present)
UXDI Lead Instructor
- Prepared next generation for current UX job market via instruction about design principles, design thinking, and industry best practices
- Curated educational materials for flex UX cohort based on General Assembly's syllabus and real life experiences
- Personally mentored students and provided 1:1 attention with actionable feedback
- Consistently communicated and worked in collaboration with other lead instructors, instructional aids, and student success leads
- Prepared level appropriate projects for students to enhance and strengthen their understanding of the material
- Interviewed clients for client based project

Experience (continued)

ENTERPRISE HOLDINGS (2018 - 2020)
User Experience Designer
- Rendered desktop, mobile and native prototypes in Axure for usability studies for Enterprise.com and Alamo.com
- Rendered new visual designs in Axure for A/B tests for Enterprise.com and LaunchPad, an internal Enterprise Employee application
- Derived insight on careful observation, discussions with stakeholders and other leading designers, knowledge of human factor/usability principles and awareness of design
- Created new design patterns to be tested for A/B tests and usability studies for Enterprise.com
- Provided design and accessibility guidance for Alamo.com
- Contributed insight to projects that extended beyond only what the stakeholders said
- Consistently communicate with stakeholders, other designers and researchers
- Wrote usability and accessibility evaluations for Enterprise.com and Alamo.com
- Aided in bug testing and QA work for Alamo.com

AHOLD USA (2016)
UX/UI Developer Co-Op
- Designed new visual designs for iOS and Android based apps for the Propulsion Lab.
- Worked with Marvel to make quick mockups and edits to existing apps to provide examples to the Rapid Application and Emerging Tech Development Teams.
- Provided guidance for physical designs and human centered design needs.
- Conducted user research for various in-house applications.

EXCELLUS BCBS (2017 - 2018)
Web Customer Experience Design Intern
- Rendered new visual designs in Adobe XD for Member, Provider and Broker facing websites for both Excellus and Univera Healthcare
- Rendered prototypes for websites utilizing Adobe XD
- Worked with Adobe XD to make quick mockups and edits to existing websites UI and UX to provide examples to the development team
- Derived insight on careful observation, discussions with various SMEs, knowledge of human factor/usability principles and awareness of design
- Consistently communicated with stakeholders, other designers and subject matter experts
- Created transitional visual designs for legacy systems for Member and Provider facing websites
- Provided design and accessibility guidance on new website e-forms
- Aided in design standardization of UX practices such as defining design patterns and helping with maintaining asset library for both Excellus and Univera Healthcare

FETLAB (2015 - 2016)
Graphic Designer/Research Assistant
- Designed brand identity for the lab
- Produced promotional materials for lab and relevant conferences
- Aided in research and testing for projects occurring in the lab

Certifications

GENERAL ASSEMBLY
Kansas City, Missouri
Certificate in Product Management
completed October 2023

DEQUE SYSTEMS
Kansas City, Missouri
Certificate in Web Accessibility
(Designer's Curriculum)
completed June 2023

Projects

VA ACCESSIBILITY UPLIFT
UX Designer (2023)
- Reviewed current state of Millennium software in accordance to needs from the Veterans Administration
- Created accessibility documentation for development teams to make current software usable for previously under served audience.

TAGGING STUDY
UX Designer (2020-2021)
- Worked with UX Research to create a working prototype for proposed variant of Tagging functionality on Powerchart/ Powerchart Touch.

MAP PINS REDESIGN
UX Designer (2020)
- Redesigned Map Pins for Locations page to be more externally consistent and standard
- Reworked designs for location list view on Locations page for both mobile and desktop views

ALAMO WEB REFRESH
UX Designer (2019-2020)
- Provided governance on design and accessibility needs for on-going redesign
- Created prototypes for usability studies conducted for new functions
- Aided in usability and accessibility testing

BOOK AGAIN USABILITY STUDY
UX Designer (2019)
- Worked with UX Researcher to create moderated usability test on new Book Again design
- Created working prototypes for both current and future states

DEVICE ASSOCIATION
UX Designer (2021-2023)
- Worked in collaboration with UX Researchers, UX Designers, SMEs and Product Owners to improve current functionalities on the Device Association feature for Infusion Pumps based on client feedback.

CHARTING STUDY
UX Designer (2020)
- Worked with UX Research and other UX Designers to create a working prototype for multiple new proposed functionalities for Powerchart including new information displays for sections and informational aids.

NAVIGATION LINK STUDY
UX Designer (2019)
- Worked with UX Research to create working prototypes of current and proposed variants of the Navigation Link Architecture

ENTERPRISE MOBILE REVIEW
UX Designer (2019)
- Reviewed current state of Enterprise's mobile website
- Wrote usability review in collaboration with fellow UX Designer and provided recommendations to improve designs

PROVIDER WEB REGISTRATION
UX/UI Designer (2017-2018)
- Worked with various SMEs to collect information about the Provider Web Registration process
- Created visuals for Provider Web Registration's redesign for both Excellus BCBS and sister organization, Univera Healthcare
- Provided design guidance through the development of Provider Web Registration

Projects (continued)

STACI
UX/UI Designer (2016)
- Created persona identity and visuals for Staci Chatbot project at Stop & Shop
- Designed chat interface for Chatbot
- Worked with Emerging Tech team to develop Staci's chat patterns

NOM
UX/UI Designer (2016)
- Conducted field research in-store of order system for bakery and butcher areas at Stop & Shop
- Researched internal and external bakery and butcher trends
- Designed new visuals for the iOS Tablet and Mobile applications