

MARINA HEANEY

USER EXPERIENCE | WRITER | STRATEGIST

WORK

Northwell Health | User Experience Designer (Access)

January 2020 - Present

- Led the UX design effort for the appointment booking and management experience within the hospital systems' patient-facing application.
- Worked closely with leadership and stakeholders to bring several new features to market including many complex online booking experiences for various service lines, a telehealth experience, a booking experience for emergency urgent care, and a Covid-19 vaccine passport and test results experience.
- Ideated new features that strategically aligned with both UX and programmatic goals and collaborated with product team leadership to prioritize them within our roadmap.
- Collaborated with team members to create a design system to promote consistency and accessibility across the application.
- Worked closely with Product owners, Business Analysts and React engineers to ensure technological feasibility, proper feature implementation and maintain ADA accessibility standards.

Slingshot Health | UX/UI Designer

June 2018 - January 2020

- Responsible for designing full user experiences and interfaces on a dual-sided online healthcare marketplace.
- Collaborated to create and implement a global design system for use across the product.
- Created product brand guidelines based on UX best practices including art, icons, color palettes, components and email templates.
- Collaborated with engineers and created documentation to ensure technological feasibility, proper implementation, and to simplify the design hand-off.

Cogni | UX/UI Designer

February 2018 - April 2018

- Responsible for the redesign of a responsive website for a modern digital banking startup.
- Collaborated with product, marketing and development stakeholders to create style guide and brand guidelines based on research around the app's three primary user personas.

Walden Environmental Engineering | Marketing Designer

August 2016 - June 2017

- Handled the redesign of the company's wordpress website and worked closely with a digital marketing agency to implement the changes.
- Conducted interviews among the firm's clients and interpreted the results to create a user-centric redesign.
- Created intuitive user flows and wireframes and effectively communicated them to the team.

SOFTWARE

(Current)

Figma *
Slack *
Teams *
Outlook *
Mural *
Jira *
Omnigraffle *
Procreate *
Sketch
Abstract
InVision
Adobe Creative Suite (Photoshop
Illustrator, InDesign)
Procreate,
Quicktime,
SQL Database
Social Media Platforms (Facebook, Twitter,
Instagram)

INTERPERSONAL SKILLS

Collaborative
Takes feedback well
Born leader
Works quickly and efficiently
Autonomous worker
Growth mindset

EDUCATION

Wellesley College

Bachelor of Arts | Media Arts and Sciences
2016

General Assembly

UX Design Immersive Program
Jun 2017 - Sep 2017

CONTACT

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