# Joyanne Leitch

Experience Design Leader | Consumer Innovation Strategist

Design and innovation leader with 12+ years delivering and guiding user-centered solutions across healthcare, SaaS, and large enterprise environments. Skilled in advancing design strategy, digital transformation, ICT governance, and cross-functional collaboration to achieve measurable outcomes.

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## KEY SKILLS

Agile / Scrum | Business Strategy | Change Management | Cross-Functional Collaboration | Data-Driven Strategy | Design Leadership | Design Systems | Digital Health Strategy | Digital Transformation | Enterprise UX (B2B & B2C) | Governance Frameworks | Health Informatics / eHealth Systems | Human-Centered Design | ICT Portfolio Management | Information Architecture | Interaction Design | Journey Mapping | Lean UX | Market Research | Operational Efficiency | Problem Framing | Project & Programme Management | Rapid Prototyping | Regulatory Alignment | Risk Management | Stakeholder Engagement | Systems Thinking | User Research | UX Design | Vendor Management | Visual Design

## TECHNICAL SKILLS

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|---|---|---|---|
| **Design & Prototyping** | Figma, Adobe Creative Cloud, Interactive Prototyping, Design Systems | **Frontend Development** | HTML, CSS, JavaScript, Component-Based Design, Responsive Layouts |
| **Analytics & Platforms** | Data Analytics, Dashboard Design, Business Intelligence Tools | **Backend Development** | Python, PHP, Java, API Integration, Database Structures |

## WORK EXPERIENCE

### Consumer Innovation Manager
AdventHealth

*08/2023 - 03/2025* *Altamonte Springs, FL, USA*

- **Spearheading user-centered design initiatives** within enterprise health systems, achieving a 35% increase in patient adoption rates.
- **Leading cross-functional research teams** to identify pain points and implement solutions, streamlining clinical workflows.
- **Optimizing organizational workflows** through innovative strategies, improving efficiency across departments.
- **Partnering with vendors and stakeholders** to align user objectives with brand identity, driving project success.
- **Managing timelines, resources, and deliverables** to ensure on-time and budget-conscious execution.

### Senior UX Designer & Acting Technical Product Manager
AdventHealth

*03/2021 - 08/2023* *Altamonte Springs, FL, USA*

*Served primarily as a Senior UX Designer, but stepped in as an Acting Technical Product Manager when the need arose.*

- **Designed and executed solutions** for mobile and desktop user experiences, reducing development rework by 25% and driving a 40% boost in user engagement.
- **Developed iterative prototypes** to integrate real-time analytics and feedback, improving user satisfaction metrics by 40%.
- **Facilitated workshops with stakeholders** to refine user journeys, driving alignment on feature priorities and business goals.
- **Delivered technical product insights** bridging gaps between design, engineering, and data analytics teams strengthening decision-making and system adoption.

## WORK EXPERIENCE

### Senior UX Designer and Specialist
SMS Jamaica Ltd.

*06/2020 - 03/2021* *Jamaica*

- **Created intuitive user interfaces** optimized for accessibility, efficiency, and engagement across Jamaican healthcare and finance platforms, improving usability in resource-constrained settings.
- **Managed and enhanced design systems** to ensure consistency across digital platforms, improving team productivity and cohesion.
- **Mentored junior designers and cross-functional teams** in UX best practices, fostering a culture of continuous improvement.
- **Directed the design and iterative refinement** of a new onboarding product, increasing retention rates by 25% through user-centric solutions that improved digital literacy and service accessibility.

### UX Engineer
LMS Inc.

*07/2019 - 12/2019* *Orlando, FL, USA*

- **Achieved a 200% increase in user adoption** through usability evaluations, concept testing, and A/B testing frameworks that informed enterprise reporting and service-delivery insights.
- **Designed interaction models, wireframes, and prototypes** to improve usability and strengthen accessibility across audiences.
- **Collaborated with UI designers and developers** to deliver cohesive, functional designs for seamless implementation.

### Designer & Developer
Alteroo Consulting Group

*07/2016 - 08/2018* *Jamaica*

- **Delivered scalable web and mobile interfaces** for Jamaican and U.S. clients, building adaptable solutions across differing technical and regulatory contexts.
- **Designed and developed scalable web and mobile interfaces**, boosting page interactions by 25% through optimized navigation.
- **Implemented accessible design principles** aligned with WCAG standards, enhancing usability for diverse audiences.

### UX & UI Designer
SlashRoots Foundation

*06/2017 - 07/2017*

- **Conducted in-depth design research** to uncover user needs and pain points for a civic technology initiative, shaping responsive software designs.
- **Created high-fidelity mockups and prototypes**, translating complex concepts into intuitive user interfaces.
- **Delivered clean, responsive front-end code** in HTML, CSS, and JavaScript, ensuring seamless implementation of designs.
- **Presented design concepts** to stakeholders to align project goals with user needs.

### Software Engineering Intern
University of the West Indies

*02/2013 - 12/2014*

- **Developed software applications** using Java, OpenCV, and C++, delivering efficient solutions for academic and research projects.
- **Authored detailed technical documentation** to streamline development processes and improve team collaboration.
- **Conducted systems analysis** to align software solutions with user requirements and system capabilities.

### Research Assistant & Developer
Smart Home Lab, Iowa State University

*08/2009 - 05/2011* *Ames, IA, USA*

*Selected as one of two undergraduate researchers to advance software solutions for seniors. Contributed to a project submitted to the National Science Foundation.*

- **Developed innovative solutions** to aid seniors in daily living activities, addressing key accessibility challenges.
- **Initiated and led a self-started project**, later featured in a report to the National Science Foundation.
- **Conducted lab tours for potential sponsors**, resulting in increased research funding and partnerships.

## EDUCATION

### Associates of Science in Digital Media
Seminole State College of Florida

*04/2019*

- Emphasis on UI concepts and interactive media production for web/mobile; portfolio-driven projects.

### Technical Cert. in Interactive Media Design
Seminole State College of Florida

*12/2018*

- Interactive media design fundamentals, formats/protocols, image processing, and digital delivery.

### Bachelor of Arts in Digital Media Production
University of the West Indies

*09/2018*

- Focus on web-based media design, production technologies, and digital communication problem-solving.

### Computer Science Major
Iowa State University

*08/2009 - 08/2011*

- Programming and systems foundations with HCI/smart-home coursework exposure.

## SELECTED DIGITAL HEALTH INITIATIVES

AdventHealth Digital Front Door (2024)

- Directed UX strategy and design for enterprise-wide patient access tools, resulting in a 35% increase in digital engagement.
- Collaborated with IT and clinical leadership to unify appointment, billing, and health record experiences under a single identity.

Patient Identity Modernization (2023)

- Led redesign of patient verification systems to reduce duplicate records and compliance risk, improving throughput across multiple regional hospitals.
- Defined governance models and data workflows that informed enterprise rollout standards.

Insurance Eligibility Platform (2022)

- Reimagined the provider–payer verification process with a human-centered approach, improving accuracy and reducing manual errors by 30%.
- Partnered with compliance and product teams to translate complex policy requirements into intuitive, user-friendly tools.

## CERTIFICATES

Accessibility: How to Design for All (2024)

Design for an Aging Population (2022)

Innovating In An Enterprise (2023)

UX Management (2021)

## HONORS & AWARDS

Employee of the Quarter (12/2022)
*AdventHealth AIT*

- *Recognized for advancing UX research within patient-facing digital health platforms.*

Employee of the Month (10/2022)
*AdventHealth AIT*

- *Awarded for cross-departmental collaboration improving clinical workflow adoption.*

Employee of the Month (09/2020)
*SMS Jamaica Ltd.*

- *Acknowledged for UX leadership on high-impact operational software tools.*

President's List (12/2018)
*Seminole State College of Florida*

- *Graduated with distinction for academic excellence in digital design and interactive media.*

## INTERESTS

Human-AI Interaction | Augmented Reality | Gerontechnology | UX for an Aging Population | UX for Medical Devices