



## Lauren Scott Steltzer

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### **My passion is creating simple, easy and effective user experiences.**

18+ years translating business requirements and user objectives into successful interactive designs across many platforms. Defender of the consumer, wrangler of business interests and personal opinions. Focused on strategy, execution and measurable results for exceptional consumer experience.

Hands-on, pixel-perfect, collaborative, relationship builder. Core skills include UX strategy, information architecture, user-centered iterative design, journey mapping and prototyping, creative direction and team and project management.

See examples of my work at [steltzer.com](http://steltzer.com)

### **Education**

Swarthmore College, BA in History

### **2015-2017**

#### **UX Director, Engagement and User Experience | bswift (an Aetna company)**

- Drove UX strategy to increase employee engagement across the shop/buy/manage lifecycle.
- Integrated third-party wellness/telemedicine vendors such as RedBrick, Active Health and Teledoc.
- Created best practices document to help bswift maximize impact when laying out client sites.
- Strategic design and prototyping for email/newsletter/messaging outreach.
- Designed enhancements to Aetna's Individual shopping flow, including provider search and prescription lookup.

### **2013-2015**

#### **Director of User Experience, Private Exchange Strategy | Aetna**

- Researched user requirements and best practices for Aetna private exchange
- Designed and tested rapid prototypes for shopping functionality
- Developed flow for integrated decision support, including covered doctors and prescriptions

### **2002-2013**

#### **Senior UX Design Lead, Digital Strategy | Aetna**

UX design lead on Aetna's member-facing, data-driven tools including:

- Aetna's secure website, where members access cost of care info, EOBs, claims, benefits and coverage, wellness incentives and more
- DocFind, Aetna's search tool for finding in-network providers

- Member Payment Estimator, which uses real-time claim adjudication systems to provide out-of-pocket cost estimates for medical services
- Price-a-Drug, which provides real-time, out-of-pocket prescription costs
- Specialty Pharmacy online ordering system
- Aetna mobile website and app
- Aetna.com and Aetna Medicare websites

Managed the user experience for the implementation and integration of third party products including CVS/Caremark, Carepass, Money2 for Health, Vital Savings and Ask Ann.

Lead design for cross-departmental future-vision projects focused on transparency, online shopping, and big-data-based integrated member experience. Research, collaboration, storytelling and journey mapping resulted in wireframes and navigable prototypes.

### 2000-present

#### Freelance UX/UI Designer and Information Architect

Brands include: Teaching Channel, Education Counsel, Dun & Bradstreet, VeriSign, Respond-TV, AstraZeneca, Bayer, Bristol-Meyers Squibb, Galderma, McNeil Pharmaceuticals and Wyeth.

### 2000-2002

#### Consulting Creative Director | Dr. Spock Company

Provided strategic design and UX/UI for drSpock.com; creative director for website and all print and marketing materials.

### 1999-2000

#### VP Site Development | GreatEntertaining.com

Built internal design and production department of 35 people for e-commerce startup. Worked with engineering, editorial and merchandising to architect, design and launch site in just 3 months. Site included 4000+ products with custom photography and descriptions, expert content, and community.

### 1996-1999

#### Founding Partner and Creative Director | Shift Media Inc.

Managed profitable interactive design and development studio with 8 employees. Served as chief information architect and creative director, supervised day-to-day operations and collaborated on long-term strategy. Negotiated 1999 buyout by GreatEntertaining.com.

### 1995-1996

#### Creative Director | America Online

Supervised the design and production of a variety of e-commerce and content sites on AOL including AOL 2.0 and 2.5 client applications. Left AOL to found Shift Media, one of AOL's first Affiliate Studios.

*References available upon request*



*"This is amazing. Wonderful. Splendiferous. Seriously, great, great work, I am SO EXCITED to start using this in our marketing efforts..."*



*"Very nice job on this design, Lauren – it feels very integrated and a significant improvement over what we have today. Thank you so much for keeping the member at the center of everything you do."*



*"The UX enhancements make searching on DocFind so much easier. Thanks for always keeping the member experience at the forefront of your projects."*



*"Finally looked at this - WOW!!!! I was part of a one hour discussion with Lauren and Deb yesterday to brainstorm this – we were talking at the speed of light, jumping all over ideas, concepts and aetna.com pages, and Lauren pulled this together?!?!?! I am blown away!!! I know she'd done the others that were distributed early yesterday but this is totally different – she is amazing!!! She captured all of our ideas, arguments..."*



*"I really like the upgrades and user-friendly, member-focused features in DocFind. It's so much easier to search, and finally it highlights all of the programs and specifics that are offered to members by their specific plan."*



*"Well done, it looks great. And it tested well too."*



*"I wanted to provide some positive feedback from the project teams on the design team, and also especially Lauren. The project teams had voiced that they wanted to thank you for the quick turn-around you guys have been providing on the various images, mock-ups, etc. for Navigator Redesign. Your design team has been very helpful and especially Lauren."*