

ROZ DUNN

■ Senior Product Designer ■ me@rozdunn.com ■ rozdunn.com ■ [LinkedIn/rozdunn](https://www.linkedin.com/in/rozdunn)

SUMMARY

Senior product designer with 10 years of experience simplifying complex healthcare systems — from insurance and benefits to medical and behavioral care — into experiences people can actually use. I lead cross-functional initiatives alongside product, engineering, clinical, and operations teams to improve access to care and business outcomes at enterprise scale. I'm increasingly focused on how AI can help connect previously fragmented healthcare data & services into more proactive, personalized experiences.

EXPERIENCE

Senior UX Designer | Optum | 2025-present

- Currently leading design and strategy for consumer healthcare experiences spanning behavioral health benefits, care navigation, and condition-specific nurse programs across Optum and UnitedHealthcare.
- Launched a nationwide behavioral health call center connecting hundreds of thousands of members to care while reducing call times and accelerating speed to care.

Senior Product Designer | AbleTo | 2022-2025

- Led design across behavioral health coaching and therapy experiences spanning enrollment, care navigation, member engagement, and provider experiences.
- Increased clinically appropriate coaching enrollment by 71%; improved self-service scheduling experiences, reducing appointment rescheduling service center calls by 35%.

Senior UX Designer | CVS Health | 2020-2022

- Designed omnichannel patient experiences across MinuteClinic, HealthHUB, and COVID-19 testing, improving how patients discovered, navigated, and accessed care.
- Built scalable communication frameworks supporting 135+ patient visit types; designed the first unified front door to CVS Health services across four distinct businesses.

Product Designer | Consultant | 2017-2020

- Designed digital products and services for startups, nonprofits, and public sector organizations spanning healthcare, civic technology, and education.

UX Designer | Williams-Sonoma | 2016-2017

- Designed e-commerce experiences and scalable design templates supporting thousands of products across Williams-Sonoma brand family (West Elm, Pottery Barn, Rejuvenation, Mark & Graham).

SKILLS / TOOLS

Skills: product strategy, design leadership, cross-functional collaboration, discovery, service blueprinting, journey mapping, information architecture, user research, jobs-to-be-done, stakeholder management, 0-to-1 design, design systems, user flows, wireframing, visual design, prototyping, accessibility, A/B testing, AI concepting

Tools: Figma, Maze, UserTesting, FullStory, ChatGPT, Codex, Claude, Claude Design, Copilot

EDUCATION

Occidental College | B.A. Media Arts & Culture 2012 **General Assembly** | UX Design Program 2015