

YAMINI MASTERSON

yamini.masterson@gmail.com | www.yaminimasterson.com | linkedin.com/in/yaminimasterson/ | Chicago

Healthcare UX Research | Service Design & Design Strategy | PhD in Informatics (HCI)

- UX Researcher with 7+ yrs. experience leading end-to-end research in healthcare environments from messy, ambiguous discovery through launch and iteration, embedded in cross-functional Agile teams.
- Strategic service designer contributing independently to the team effort, building consensus with stakeholders, and translating complex business and clinical needs into clear, user-centered decisions.
- Delivered measurable improvements in patient outcomes and operational efficiency through systems thinking and design thinking facilitation in clinician and patient facing digital products.

EXPERIENCE

Nov 2025 - Dec 2025 | Human-Centered Design Lead

Short-term Freelancing for Explore digits

- **Policy Compliance:** Authored CMS contract proposal, translating complex policy from stmt. of objectives into compliant deliverables shaping service design strategy and partnering with business & delivery teams

Mar 2023 - May 2024 | Human-Centered Design Lead (Public Health)

Global Alliant Inc. (Client - CMS Center of Innovation)

- **Research Ops:** Identified inefficiencies and dependencies in research workflows; streamlined processes to reduce user study time and accelerate delivery timelines across value-based care initiatives
- **PHI/ PII:** Designed and implemented a reusable process for developing and evaluating data visualization dashboards, improving rigor in decision support and reducing risk of data misrepresentation in reporting PHI
- **Working w/ Behavioral Data:** Uncovered discoverability issues leading to helpdesk tickets through behavioral data analysis & tree testing; led alignment workshops to build consensus across partner organizations

Jul 2021 - Sep 2022 | Service Designer & Design Strategist (B2B & B2C Utilities)

Pennsylvania Power & Light Electric via Motion Recruitment

- **Business Goal Alignment:** Led end-to-end design initiatives across B2B and B2C environments, used service design methods to surface breakdowns in current-state service delivery, and developed design roadmaps aligning business goals with user needs to improve service management practice
- **Survey & Service Blueprint:** Created and conducted surveys, designed future state service blueprints to redesign knowledge management system improving organizational efficiency and operational sustainability
- **Stakeholder Consensus:** Facilitated cross-functional design thinking workshops with internal and external stakeholders to ideate and prioritize design goals, shaping change management processes

Aug 2016 - Aug 2020 | Design Researcher (Patient-centered Health)

BALM Lab, IU Indianapolis

- **Remote, Moderated & Unmoderated:** Scoped and led 6-month large-scale remote narrative research using diary studies and surveys to improve understanding of patient informational needs in brain injury recovery
- **Co-design:** Conducted participatory sensemaking to create participant portraits reflecting the complex lived experience of brain injury; facilitated co-design and concept mapping to establish robust guidelines for developing data collection tools, improving understanding of recovery in chronic illness management
- **Accessible research design:** Designed research materials for and recruited neurodivergent participants, implemented adaptive research & inclusive design practices, boosting engagement and study retention rates

Jun 2016 - Aug 2016 | **Research and Design Intern**

Children's Museum of Indianapolis

- **Group Interviews:** Conducted field research and interviews with 100+ families to evaluate exhibit interactions, improving visitor experience and informing content redesign
- **Cross-functional Collaboration:** Facilitated interdisciplinary collaboration between Paleontology and Interpretation departments to design engaging, story-driven, gamified visitor interactions
- **Participatory Design:** Led ideation workshops, participatory design workshops, and wizard-of-oz testing with 25 children (ages 7–12, including IEP participants) to prototype and evaluate content delivery concepts

Jun 2016 - Dec 2018 | **Senior User Experience Researcher (Community Health)**

Health Innovation Lab, IU Indianapolis

- **Community Immersion:** Partnered with community healthcare organizations to investigate informational needs in dementia caregiving and end-of-life planning
- **Mentorship:** Led a team of three researchers conducting concurrent mixed-methods research and affinity diagramming to uncover challenges in caregiver health information management
- **Method Triangulation:** Triangulated findings from artifact analysis, card sorting, and narrative interviews to develop design implications, informing tools and workflows to reduce caregiving decision-making burden

Aug 2013 - Dec 2015 | **UX Researcher (Clinical Healthcare)**

VizCom Lab, IU Indianapolis

- **Field Studies:** Conducted shadowing in multiple clinical environments incl. ICU, physician rounds, staffing, and nurses' stations to study the environmental context of interactions among people, process, and tools
- **Data Triangulation & Synthesis:** Identified communication breakdowns contributing to clinical decision-making errors; translated ICU workflow analysis into design insights for reducing clinician cognitive load
- **Working with Clinicians:** Designed and tested an information aggregation and visualization system to help clinicians interpret large, diverse datasets from patient bed-side devices, improving ease of decision-making

Sep 2012 - Jun 2013 | **UX Designer (B2B)**

Deloitte LLC, India

- **Influencing Product Decisions:** Optimized UX and informed product decisions across 8+ SaaS cross-platform enterprise tax and audit applications, reducing user error rates and increasing task completion rates
- **Usability testing:** Conducted elicitation interviews and usability testing to identify user needs and validate design concepts with medium-fidelity prototypes, ensuring solutions aligned with enterprise requirements

EDUCATION

Aug 2020 | **Ph.D. in Informatics (Human-Computer Interaction) | Minor in Design thinking**

Indiana University

May 2009 | **Bachelor of Technology in Information Technology**

Jawaharlal Nehru Technological University (JNTU) - Hyderabad, India

TOOLS

- Collaboration & Workshops - FigJam, Miro, Mural
- Data Analysis - Atlas.ti, Dovetail, R
- Data Collection - dscout, Optimal Workshop, Qualtrics, Survey Monkey, UserTesting
- Project Management - Confluence, DevOps, Jira
- Prototyping - Axure RP, Figma, Balsamiq
- Research Repositories & Documentation - AirTable, EnjoyHQ, Notion