

Yamini Masterson

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Summary

- Strategic healthcare service designer with 8+ years driving patient-centered design and clinical workflow optimization across regulated environments, delivering measurable improvements in patient outcomes and clinical efficiency.
- Expert in systems thinking, design thinking facilitation, and service design frameworks for healthcare technology integration including EMR systems and digital health platforms.
- Proven leader managing cross-functional teams and orchestrating organizational change to improve operational efficiency.

Work Experience

Human-Centered Design Lead (Public Health)

Global Alliant Inc. (Client - Centers for Medicare & Medicaid Services)

March 2023 - May 2024

- Streamlined program wide UX and Infoviz processes, reducing user study time and dependencies and accelerating delivery timelines
- Spearheaded comprehensive design research initiatives to optimize data reporting for piloting changes to Medicare & Medicaid
- Orchestrated strategic changes across service lines through compelling executive communications and stakeholder engagement with 10+ partner organizations

Service Designer & Design Strategist

PPL Electric via Motion Recruitment

July 2021 - September 2022

- Developed strategic design roadmaps and long-term service improvement initiatives aligned with business objectives and user needs to improve service management practice
- Conducted generative and evaluative research, facilitated design thinking workshops, and worked with internal and external product teams to improve change management processes
- Redesigned knowledge management system using systems thinking and service design principles, enhancing operational sustainability and organizational efficiency

Design Researcher (Patient-centered Health)

BALM Lab, IU Indianapolis

August 2016 - August 2020

- Established robust guidelines for creating data collection tools to improve sensemaking in chronic illness self-management
- Co-created participant portraits through a large scale 6-month remote narrative study by translating complex lived experience of brain injury into actionable insights for designers
- Implemented adaptive research design and inclusive design practices for neurodivergent populations, significantly boosting participant engagement and study retention rates

Research and Design Intern

Children's Museum of Indianapolis

June 2016 - August 2016

- Enhanced visitor experience and informational system utilization through comprehensive field research and user interviews with 100+ families in the Cretaceous gallery

- Facilitated interdisciplinary collaboration across Paleontology and Interpretation departments to design engaging, story-driven gamified visitor interactions
- Conducted ideation workshops to generate concepts for content delivery, co-design to prototype concepts, and wizard-of-oz testing to evaluate prototypes with 25 children (7-12 yrs. incl. IEP)

Design Researcher (Community Health)

Health Innovation Lab, IU Indianapolis

June 2016 - December 2018

- Partnered with community healthcare organizations to investigate complex information management challenges in dementia caregiving workflows and end-of-life planning systems
- Led a team of 3 researchers to conduct concurrent mixed-methods studies and affinity diagramming
- Developed design implications for caregiver health information management by triangulating findings from artifact analysis, card sorting, and narrative interviews.

UX Researcher (Clinical Healthcare)

VizCom Lab, IU Indianapolis

August 2013 - December 2015

- Conducted ethnographic research in clinical environments (ICU), shadowing physician rounds and nurses' stations to understand the social and cultural context of interactions among people, process, environment, and tools.
- Identified breakdowns in communication processes that contribute to errors in clinical decision-making by analyzing ICU workflows and and electronic medical record usage patterns
- Prototyped a medical information visualization system to assist clinicians in interpreting large and diverse datasets to improve the efficacy and expedite critical care decision-making

User Experience Designer

Deloitte LLC, India

September 2012 - June 2013

- Optimized user experience design across 8+ cross-platform enterprise auditing applications, reducing user error rates and improving task completion efficiency through systematic design improvements
- Identified user needs through stakeholder elicitation interviews, validating design concepts through medium-fidelity prototyping and guerrilla user testing

Education

Ph.D. (Informatics - HCI, Minor - Design thinking)

August 2020

Indiana University

B. Tech. (Information Technology)

May 2009

JNTU-H, India

Tools

- Whiteboarding - Miro, Mural
- Prototyping - Axure, Figma, Balsamiq
- Project Management - DevOps, Jira
- Data Analysis - Atlas.ti, Dovetail, R
- Data Collection - Optimal Workshop, Qualtrics, UserTesting.com
- Data Visualization - Tableau