

Yamini Masterson

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Summary

I am a UX Researcher with 7+ years of experience across healthcare, spanning patients, providers, caregivers, and policymakers. What I bring to the team is the ability to connect perspectives across the healthcare ecosystem, so teams can see the full context before making decisions.

I help organizations avoid costly downstream consequences by identifying systemic risks where people, technology, workflows, and policy are misaligned, especially as care becomes more complex, workforce strain increases, and AI adoption accelerates.

Teams rely on me to uncover root causes beneath complex healthcare problems, helping them make decisions that account for the system rather than the symptom. This approach has contributed to improved patient outcomes, informed Congressional funding decisions, and supported initiatives recognized by the White House.

Experience

Global Alliant Inc., Remote, US

Mar 2023 - May 2024

Human-Centered Design Lead (Public Health)

Global Alliant is an IT contractor for federal and state agencies. I was responsible for leading user research and strategy for a data collection capability within CMS Center of Innovation used by over 7000 people at a time.

Misleading healthcare visualizations risked misdirecting Congressional funding and harming patient outcomes.

- I surfaced the issue, aligned resistant stakeholders, and redesigned the visualization process with clear requirements and validation criteria.
- Result - accurate, trusted dashboards that improved funding decisions, scaled across teams, and earned White House recognition.

Healthcare systems were submitting critical data to guide policy, yet fragmented processes caused delays.

- I aligned design, development, and business stakeholders around a research-driven roadmap and three-year product strategy.
- This unified vision transformed disconnected portals into a seamless experience that would reduce rework and expenditure on portal training.

Penn. Power & Light Electric, Remote, US

Jul 2021- Sep 2022

Service Designer & Design Strategist

PPL is an electric utility company that generates, transmits, and distributes electricity to customers across the US. I was responsible for optimizing their IT service management processes supporting more than 6000 employees.

Overwhelmed helpdesk agents were escalating and routing tickets blindly through stale directories and an outdated knowledge base.

- I created a service blueprint of the redesign that transforms it into a self-sustaining ecosystem: crowdsourcing knowledge base ownership, transferring directory accountability to contractors, and formalizing precise SLAs in vendor contracts.

Pervasive Health & Accessibility Lab, Indianapolis

Aug 2016 - Aug 2020

Design Researcher (Patient Experience)

This lab at Indiana University designs health technologies for the wellbeing of individuals with accessibility needs. As part of doctoral dissertation, I was responsible for planning, conducting, and disseminating research.

Brain injury survivors face lifelong challenges because healthcare stops at clinical recovery. Current tools track symptoms but can't help people make sense of their full journey.

- Through six months of studying lived experiences, I developed guidelines for tools that help survivors recognize patterns, anticipate challenges, and access the right support for better long-term outcomes.

Children's Museum of Indianapolis

Jun 2016 - Aug 2016

Research and Design Intern

Children's museum of Indianapolis is the world's largest children's museum, pioneering research in experiential and immersive learning. I was tasked with improving engagement of informational exhibits in a dinosaur gallery.

Guides in an exhibit gallery were asked the same questions because only 5% of visitors used the info kiosk.

- Shadowing 100 visitor groups revealed children were distracted. Through participatory design, I gamified content into interactive stories.
- The redesign engaged families, corrected misconceptions, and turned the space into a shared, memorable learning playground.

Center for Aging Research, Indianapolis

Jun 2016 - Dec 2018

Senior User Experience Researcher (Caregiver Experience)

This CoE at Indiana University studies how technology, community, and care environments can improve lives of older adults. I was responsible for planning, leading, and conducting research related to informal caregiving.

Informal caregivers struggle to manage complex, fragmented health information across tools, people, and tasks, increasing stress in decision-making.

- I partnered with community organizations and led a team of 3 researchers to triangulate findings from artifact analysis, card sorting, and narrative interviews.
- This revealed informational challenges in caregiver health information management and guided design and implementation of systems, and tools that reduced the burden of caregiving.

Center for Biomedical Informatics, Indianapolis

Aug 2013 - Dec 2015

UX Researcher (Provider Experience)

This CoE at Indiana University studies holistic provider experience to inform the design of resilient and supportive care environments to improve clinical outcomes. I was responsible for conducting and disseminating research.

Fragmented data and poor communication in ICUs lead to cognitive overload and diagnostic and treatment/planning errors by clinicians.

- I helped design a visualization-driven decision-support and collaboration system, then led continuous discovery, shadowing ICU teams, to improve the system.
- The system's visualizations improved clinician communications, aligned teams, and enabled more accurate diagnoses while reducing patient harm and systemic risk in initial studies.

Education

Ph.D. in Informatics (Human-Computer Interaction, Minor in Design Thinking)

Indiana University, Indianapolis, IN

Bachelor of Technology in Information Technology

Jawaharlal Nehru Technological University (JNTU), Hyderabad, India