DIGITAL STRATEGY
USER & CUSTOMER EXPERIENCE
SERVICE & EXPERIENCE DESIGN

PORTFOLIO

CHRISTOPHERPOLLARD

BIOGRAPHY

I'm an accomplished digital strategist with over 15 years of **EMERGING MEDIA,** **CREATIVE** *and* **PROFESSIONAL SERVICES** *experience with a focus on the healthcare, CPG, financial and publishing industries.*

As an **EARLY-ADOPTER,** *I have both the broad range of skills and the* **DEEP UNDERSTANDING** *of digital's* **ONGOING EVOLUTION** *to help clients* **FUTURE-PROOF** *their digital strategy models.*

An **ENTREPRENEUR** *by nature, I use a* **HOLISTIC SYSTEMS DESIGN** *approach to work closely with clients and internal creative, technology and other stakeholder teams to design user experiences that* **GENUINELY CONNECT** *and help organizations keep their* **DIGITAL** *and* **REAL-LIFE** *user experiences connected in the constantly-changing, ever-evolving world of* **WHAT'S NEXT.**

PERSPECTIVE

The relationships between CONSUMER EXPECTATIONS, DIGITAL EXPERIENCES *and* SOCIAL PLATFORMS *have* CHANGED FOREVER — AGAIN.

What will this mean for your brand? **A LOT.**

When will it change forever, **AGAIN? RIGHT NOW.** *Basically, always.*

How will **YOUR BRAND** *keep up? Glad you asked.*

I help clients **SHAKE-UP** *their experience & digital strategy landscape to unlock new revenue potential, reinforce brand relevance and energize internal collaborations through understanding consumers'* **EVOLVING** *definition of value — as well as the* **EMOTIONAL DRIVERS** *behind their changing cultural values.*

SKILLS

INCLUDE: *accessibility, account direction, branding, brand identity, brand management, budgeting & estimating, business development, business writing, client services, community relations, concept development, content strategy, creative direction, cultural & ethnographic research, customer experience, digital strategy, empathy marketing, entrepreneurship, experience design, ideation, information architecture, interaction design, interactive marketing, measurement & web analytic, SEO, service design, social media strategy, supervisory skills, user experience architecture, user research & insights, wireframing, workflow analysis*

TOOLS

EXPERIENCE DESIGN & PROTOTYPING: *OmniGraffle, Azure, InVision, Photoshop, Illustrator, InDesign, Sketch, Paper & Pencil, Post-It Notes & Sharpies*

COLLABORATION: *Basecamp, Canvas, Teams, Skype, RealtimeBoard, GoTo Meeting, WebEx, Google Drive, Slack, Yammer, Post-It Notes & Sharpies*

PRESENTATION: *Keynote and PowerPoint*

SOCIAL & ANALYTICS: *Twitter, Facebook, Pinterest, Snapchat, YouTube, Instagram, LinkedIn, Medium, Canva, SproutSocial, KISSmetrics, Google Analytics, Moz*

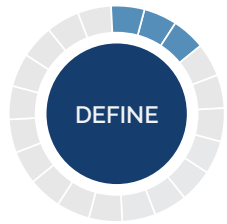**OFFICE:** *Word, Pages, Excel, Numbers, Acrobat, Preview, Email, Paper & Pen*

PLATFORMS: *Desktop, Tablet, Mobile, Animation, Virtual Reality and Voice*
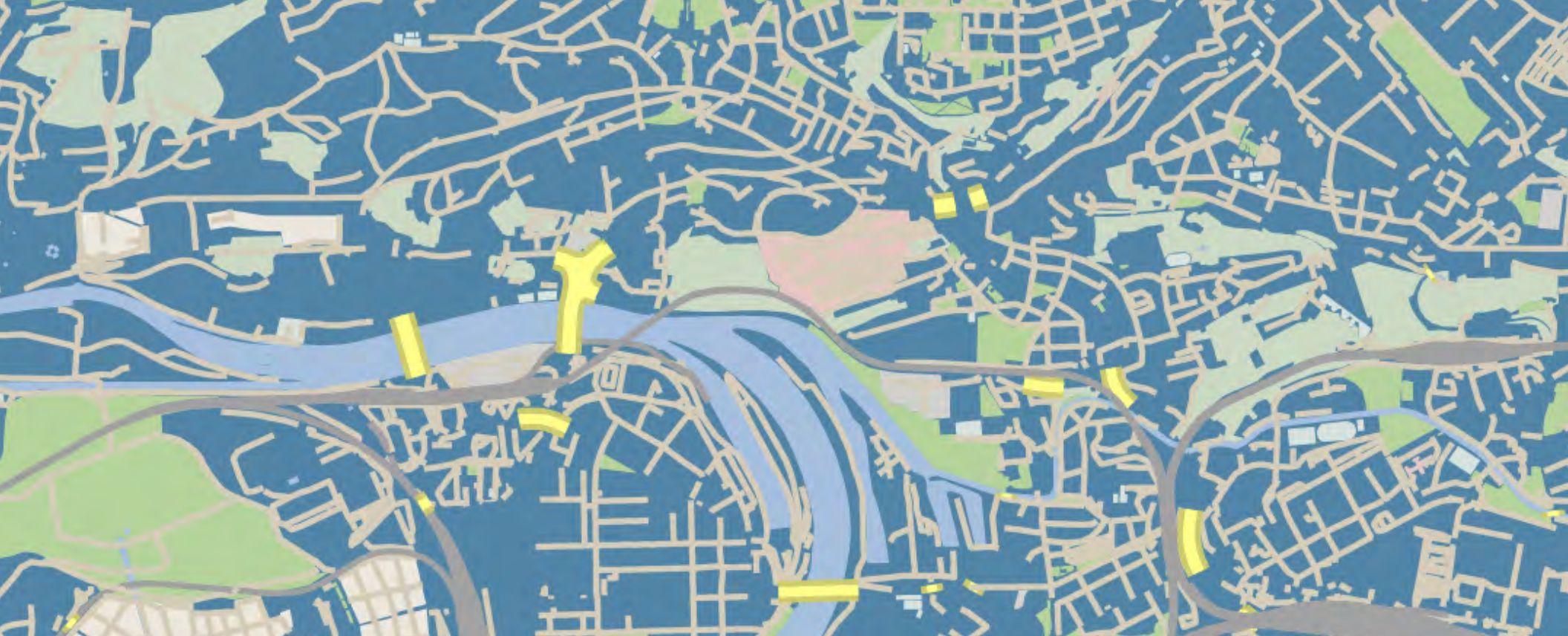
DESIGN THINKING ROADMAP

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LET'S DEFINE THE STORY - IS THERE AN OVERARCHING WHY, WHAT, HOW AND WHO MISSION STATEMENT? IF NOT, DEFINE IT!

DEFINE	DISCOVER	IDEATE	ITERATE	CHOOSE	EXECUTE	EVOLVE

GOALS

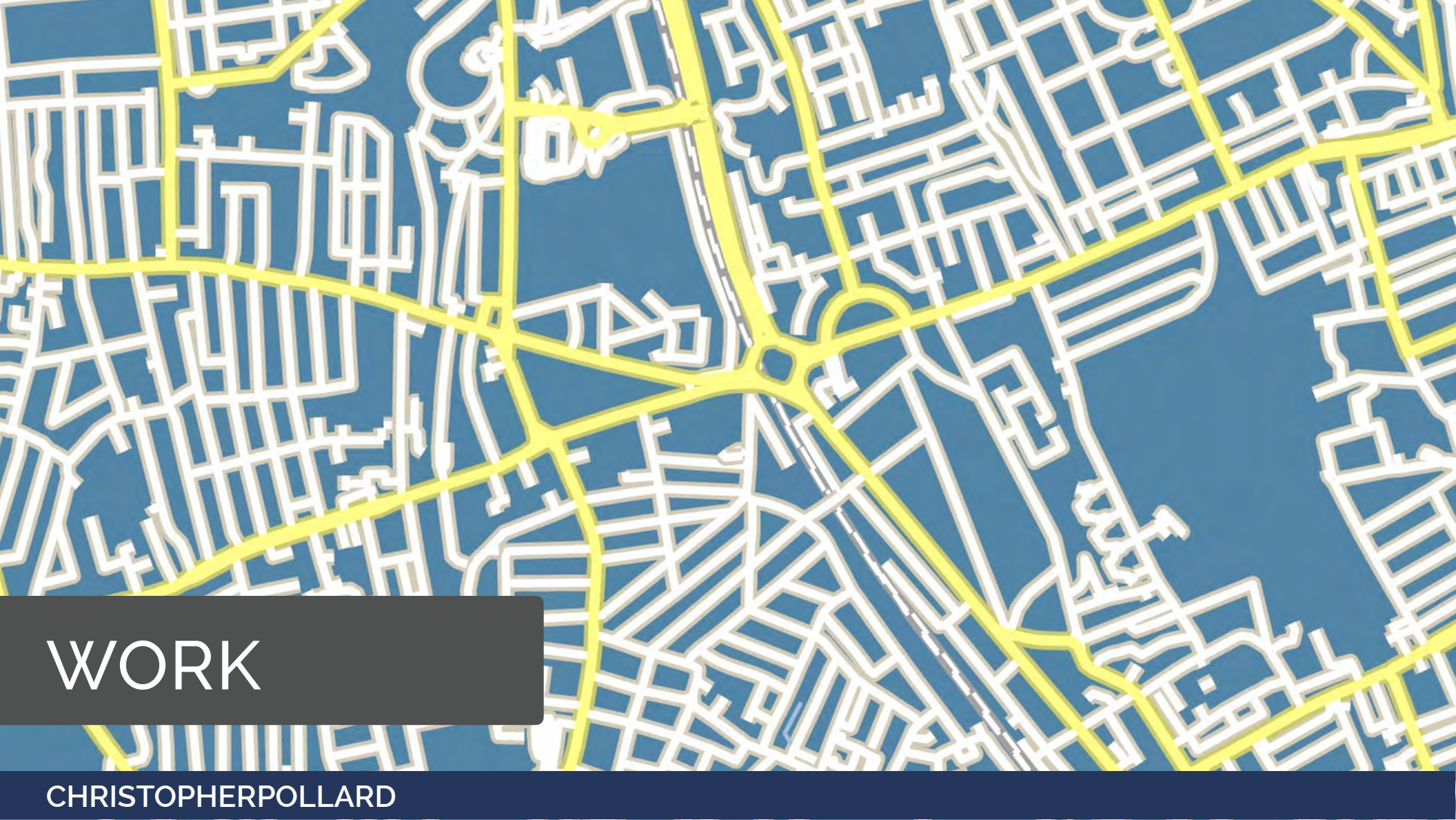| DEFINE	DISCOVER	IDEATE	ITERATE
DECIDE WHAT ISSUE ARE WE TRYING TO SOLVE	REVIEW THE HISTORY OF THE ISSUES; HIGHLIGHT ANY EXISTING OBSTACLES.	IDENTIFY THE NEED AND MOTIVATION OF YOUR AUDIENCE.	COMBINE, EXPAND AND REFINE IDEAS
AGREE ON WHO IS THE AUDIENCE.	COLLECT EAMPLES OF OTHER ATTEMPTS TO SOLVE THE SAME ISSUE.	GENERATE AS MANY IDEAS AS POSSIBLE TO SERVE THESE IDENTIFIED NEEDS.	CREATE MULTIPLE DRAFTS
PRIORITIZE THIS PROJECT IN TERMS OF URGANCY.	NOTE THE PROJECT SUPPORTERS, INVESTORS AND CRITICS.	LOG YOUR BRAINSTORMING SESSIONS.	SEEK FEEDBACK FROM A DIVERSE GROUP; INCLUDE YOUR AUDIENCE
ESTABLISH A GLOSSARY OF TERMS.	TALK TO YOUR AUDIENCE, THAT BRING YOU THE MOST FRUITFUL IDEAS.	DON'T JUDGE OR DEBATE IDEAS.	PRESENT A SELECTION OF IDEAS TO THE CLIENT
		DURING BRAINSTORMING, HAVE ONE CONVESATION AT A TIME.	RESERVE JUDGEMENT AND MAINTAIN NEUTRAILITY

A smart service design process should be innovative, flexible and easy for everyone to understand.

I've developed a system that helps identify the challenge we're trying to solve, project goals and key deliverables.

DELIVERABLES

DESIGN BRIEF	DESIGN CRITERIA	PITCH CONCEPTS	LEARNING GUIDE
PROJECT DESCRIPTION	DESIGN GOALS	NEEDS	STRATEGIC INTENT
INTENT/SCOPE	USER PERCEPTION	APPROACH	REMAINING KEY ASSUMPTIONS TO BE TESTED
EXPLORATION QUESTIONS	PYSICAL ATTRIBUTES	BENEFITS	IN-MARKET TEST PLAN
TARGET USERS	FUNCTIONAL ATTRIBUTES	COMPETITION	RESOURCES TO BE EXPENDED
RESEARCH PLAN	CONTRAINTS		
EXPECTED OUTCOMES			
SUCESS METRICS			

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WORK

UnitedHealthcare - Provider Portal. 2018

Objective:
Prototyped and tested simplifications and enhancements to the self-service resource portal for in-network physicians, administrators and healthcare professionals.

What I Did:
Service Design
Product Strategy
Information Architecture
Journey Mapping
User Experience Design
Prototyping
Wireframing
User Testing
Presentation
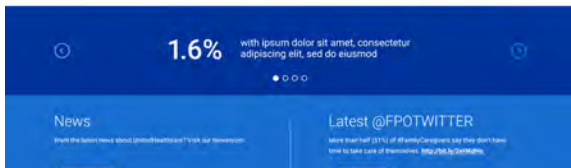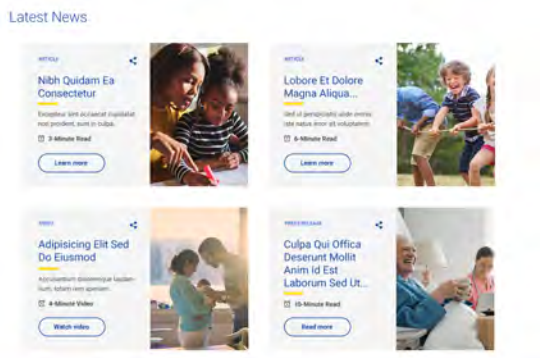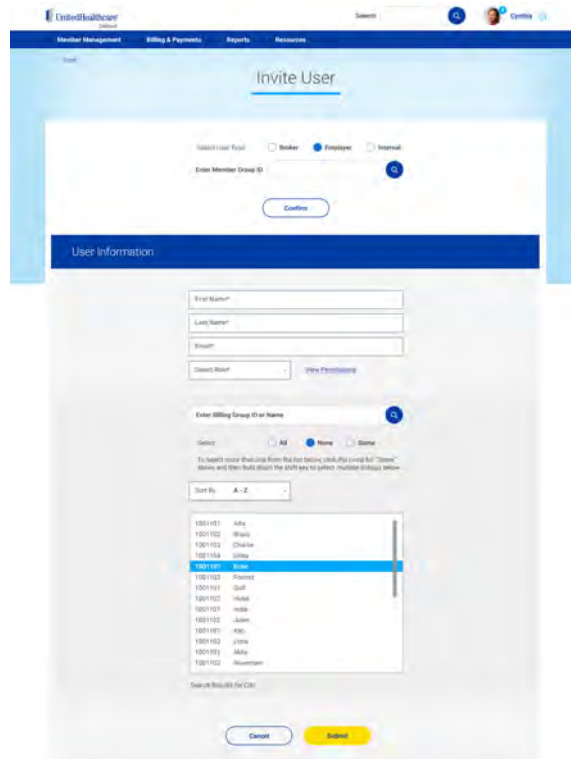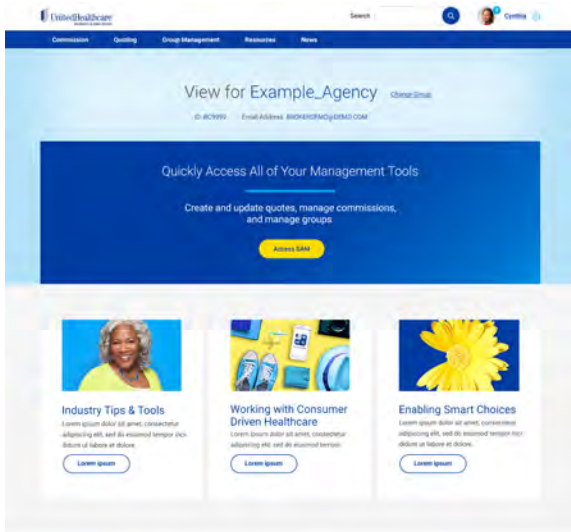
UnitedHealthcare - Broker & Employer Portal. 2018

Objective:
Merged multiple external stakeholder portals with various administrative functions to build a single, strategic portal for UHC's Broker and Employer constituents that addressed current functional gaps such as consolidating redundant features, simplifying the content and modernizing the visual hierarchy and functionality — delivering a cohesive experience with next generation capabilities.

What I Did:
Service Design
Product Strategy
Competitive Analysis
Information Architecture
Journey Mapping
User Experience Design
Prototyping
Wireframing
User Testing
Presentation

UnitedHealthcare - Community & State. 2018

Objective:
Created a national portal that provides states and local governments with diversified healthcare solutions to support the health and wellness of economically disadvantaged and medically underserved communities.

What I Did:
Service Design
Product Strategy
Information Architecture
User Experience Design
Prototyping
Wireframing
Presentation

Kintribute | Product Management & Strategy. 2016-2018

Objective:
Guided product owner, design and development teams to identify product's potential, technical requirements, user experience strategy, iterative features roadmap and value overall proposition/ investor pitch for startup visual storytelling social platform.

What I Did:
Service Design
Product Strategy
Consumer Research
Competitive Analysis
Information Architecture
Journey Mapping
User Experience Design
Prototyping
Wireframing
Narrative Strategy
User Testing
Investor Presentation

Landmarks of Norway

Thomas Martin

1983

June 2, 1983

The southern and western parts of Norway, fully exposed to Atlantic storm fronts, experience more precipitation and have milder winters than the eastern and far northern parts.

August 14, 1983

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Objective:
Partnered with client stakeholders and internal teams to deliver a comprehensive digital strategy framework for an integrated outreach and marketing campaign promoting the clients' government-sponsored health insurance programs.

What I Did:
Consumer Research
Persona Development
Competitive Analysis
Journey Mapping
Product Delivery Road Map
User Experience Design
User Testing
Market Instability Strategic Recommendations

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Pilot Journey Maps

Onboarding

Start: Schedule onboarding date | End: 4 week follow up

8

Member schedules onboarding experience

Email confirmation with discovery questions

Fills out discovery questions

Goes to club

Onboarding meets m...
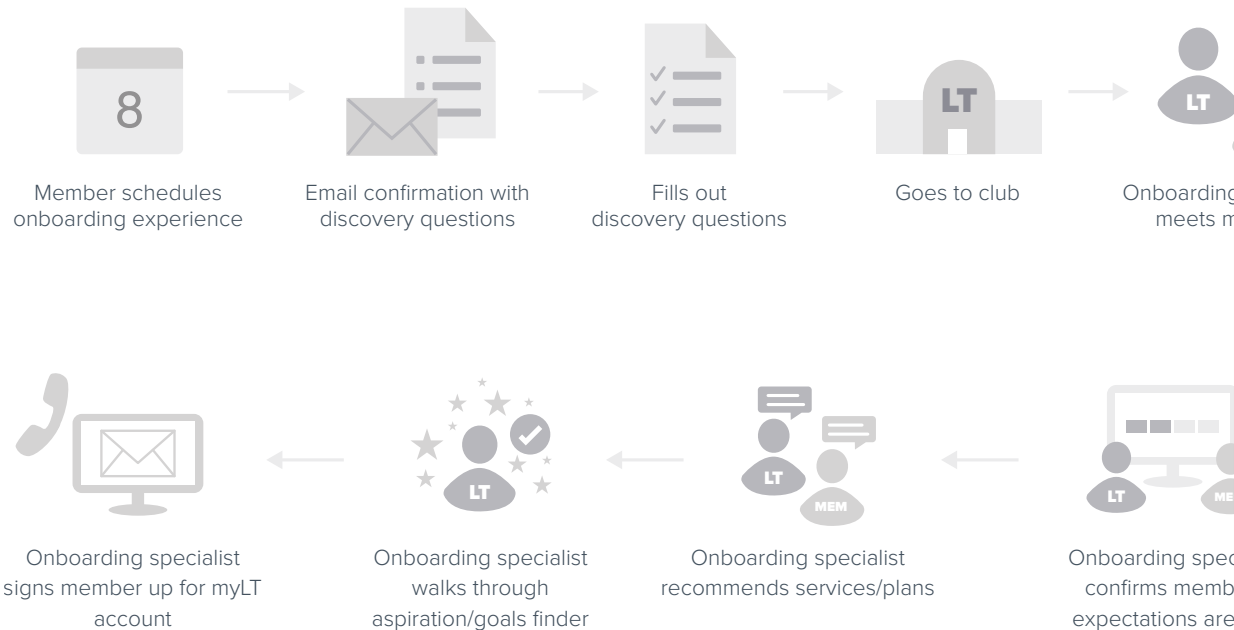
Objective:
Led a cross-functional team through a series of human-centered design exercises to find, discover and create a connected club experience that met current and future expectations.

What I Did:
Service Design
Innovation Sprint
Facilitation
Research
Market Category Overview
Persona Development
Empathy Mapping
Prototyping
Strategic Recommendations
Client Relations

Onboarding specialist signs member up for myLT account

Onboarding specialist walks through aspiration/goals finder

Onboarding specialist recommends services/plans

Onboarding spec... confirms memb... expectations are...
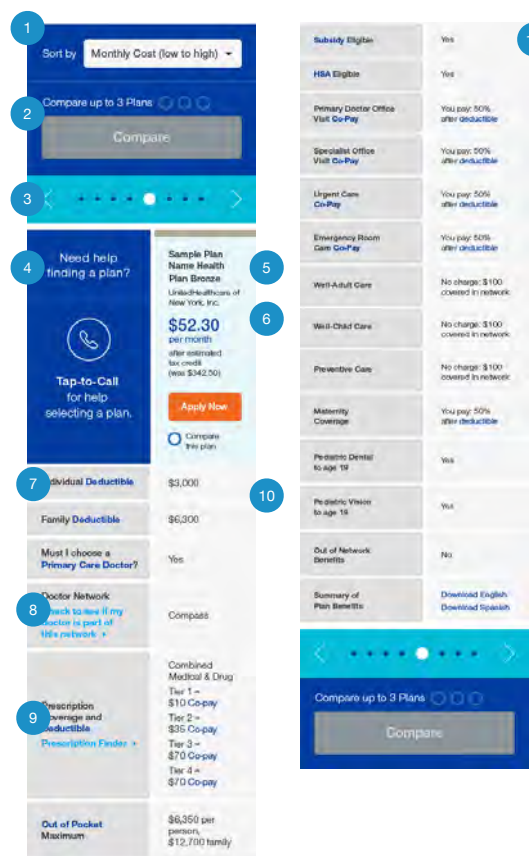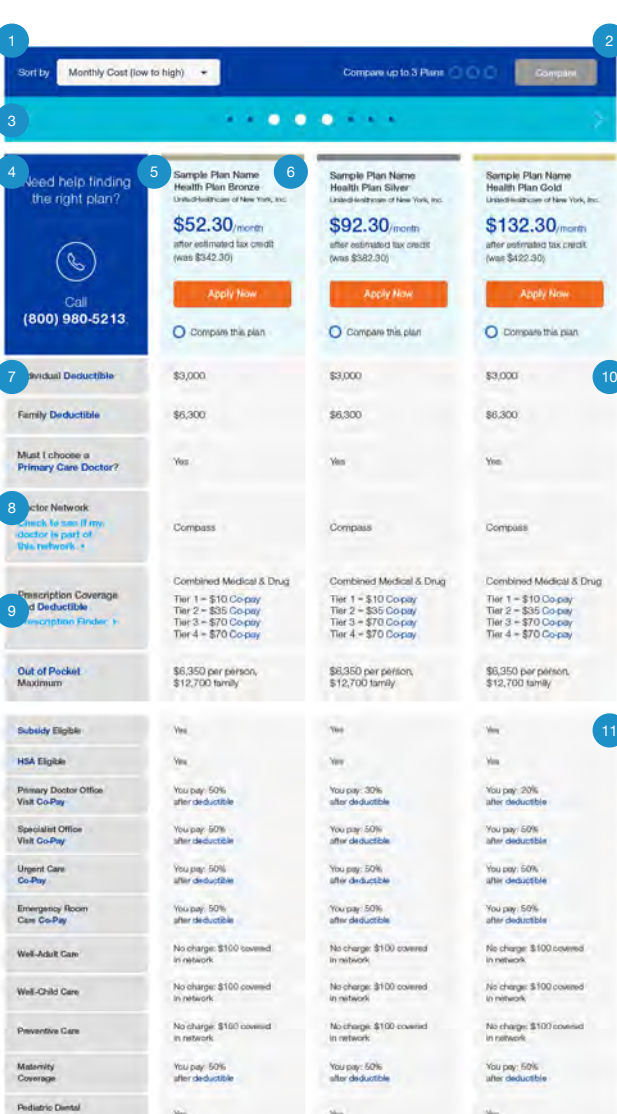
Review of enhancements to the detailed results experiences.

UnitedHealthcare | ACA Open Enrollment Portal | Responsive Desktop, Tablet and Mobile Experience. 2015

N			
4	Function	Call to Action/Click to Call	Improved location of 800 number and click to call (on mobile)
5	Function/ Layout	Responsive Results	Incorporated mobile-style sort plan functionality throughout the experience. 18

Objective:
Created a consumer-facing open enrollment health insurance portal that guided millions of people easily through a potentially complex process.

What I Did:
Service Design
Consumer Research
Competitive Analysis
Journey Mapping
Information Architecture
User Experience
Wireframing
Content Strategy
User Testing
Client Presentation

22. UnitedHealthcare Individual + Family, Medicare, Medicaid Usability Test Report. Crux Collaborative. January 28, 2015, pa
23. Consumers' Needs and Wants in the Digital Age: Opportunities for Health Plans. Wellthie.com. March 25, 2015, Page 5 &
Coverage: How Behavioral Factors Affect Decisions in Health Care Plan Selection. Deloitte University Press. November 21, 201

E&I 2.0 Plan & Benefits - Medical

Plan & Benefits.

UI Behavior

Requirement	No.	Use		
	2			
	3			
	4	Dental icon	On Click - Opens page 2.0.2 Dental	
	5	Vision icon	On Click - Opens page 2.0.3 Vision	
	6	Mental Health icon	On Click - Opens page 2.0.4 Mental	
	7			
	8			
	9			
	10			
	11			
	13			
	14			
	15			
	16			

UnitedHealthcare | myUHC Member Portal Experience. 2015

Objective:
Reimagined the member experience portal to be a personal experience that was supportive and simpler to navigate.

What I Did:
Service Design
Agile Development Process
Business Requirements
Consumer Research
Competitive Analysis
Journey Mapping
User Experience
Information Architecture
Wireframing
Content Strategy
User Testing
Creative Direction
Client Presentation

Continued on next

Step 2 - Intake Page - My Family

UnitedHealthcare®

Log in
Search

| Home | Individuals & Families | Employers | Brokers | Providers |

Find a Doctor

You're already on step 1 2 3

1

I am **26** years old and live in **55408** **Hennepin** county. Edit

Based on the information you've provided, we've found plans for you. Now just a few more questions.

2

I am **female**, born **12 07 1975**, and **do don't** use tobacco.

My household income is $ **40,000**.

* Optional

Why we ask these questions.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices leo eu libero placerat, et.

3

My **spouse** was born **10 08 1948** ...bacco.

My **child** was born **03 09 2012**, and **doesn't** use tobacco.

My **family** was born **mm dd year**, and **doesn't** use tobacco.

5 Add Family Member

6 Calculate Your Savings   8 View Plans

No thank you, I'm not interested in finding out if I qualify for a tax credit.

7

FPO Potential copy supporting confidence in site security.

Site Feedback   Terms of Use   Privacy   Legal   Site Map   Contact Us

© 2014 United Healthcare Services, Inc.

Potential Savings
You may be eligible for a tax credit (subsidy) of up to

10

8 View Plans

Eligibility Details
In addition, some members of your family may qualify for the following programs and are not included in the plan estimates.

1 Adult
may qualify for Medicare
Learn More

11

1 Child
may qualify for Children's Health Insurance Program (CHIP)
Learn More

If you are pregnant you may qualify for Medicaid.

If you have a disability you may qualify for Medicare.

12

You may not qualify for a tax credit if your employer offers insurance.

Have a question?
1-866-545-5205

Follow us

Have a question? Call us at
1-888-545-5205

Description

Number	Type	Element	
1	Form	Natural Language	
2	Form	Natural Langage	
3	Form	Natural Langauge	
4	Button	Action	
5	Button	Action (Hover State Color Shift)	
6	Button	Action (Hover State Color Shift)	
7	Content	Active Copy	
8	Button	Action (Hover State Color Shift)	
9	Hover Click	Dialog Box	
10	Content	Results	
11	Content	Results	
12	Content	Persistent Copy	

- Age
- Zip
- County

Additional questions asked to the primary user that include:
- Gender (Drop Down): Male/Female
- Date of Birth (Enter): MM/DD/YYYY

Copy that would outline additional options for the user to consider if they qualify:
- If you are pregnant you may qualify for Medicaid (Links to: http://www.uhccommunityplan.com/ + zip code).
- If you have a disability you may qualify for Medicare (Links to: https://www.uhcmedicaresolutions.com/health-plans...

UnitedHealthcare ACA Open Enrollment Portal | Adaptive Desktop Experience. 2014

Objective:
Provided hands-on team leadership developing an innovative open enrollment user experience.

What I Did:
Service Design
Consumer Research
Competitive Analysis
Journey Mapping
Information Architecture
Wireframing
User Experience
User Testing
Content Strategy
Creative Direction
Client Presentation

Process Flow

UnitedHealthcare ACA Open Enrollment Portal | Adaptive Mobile Experience. 2014

Objective:
Provided hands-on team leadership developing an innovative mobile open enrollment user experience.

What I Did:
Service Design
Information Architecture
Consumer Research
Competitive Analysis
Journey Mapping
User Experience
Wireframing
Content Strategy
User Testing
Creative Direction
Client Presentation

home 1.0.0.0
Home Page

landing 2.0.0.0
Step 1: Age & Zip

Valid form inputs?
No / Yes

User is 64 or younger
No / Yes

Does the User Live in Coverage Area?
No / Yes

page 1.1.1.0
DOB
Don't/Do Tobacco
Income (Optional)

Valid from inputs?
No / Yes

Did the User Enter Income?
Yes / No

Does the User Have Dependents?
No / Yes

Is user subsidy eligible?
No

stack 2.2.0.0
Spouse/Child DOB
Do/Doesn't Tobacco

Valid form inputs?
No / Yes

Did the user enter a spouse?
No / Yes

Children Information

overlay 2.1.1.0
Income Reminder

Did the User Enter Income?
Yes / No

stack 3.0.1.0

Children Information

Income Reminder

Phone screen
AT&T 4:21 PM 100%
m.uhc.com
UnitedHealthcare | Call Icon

Potential Savings
You may be eligible to receive a tax credit (subsidy) of up to
$190 per month
($2,280 per year).

For 2 adults and 1 child.

Plans (1 of 5) | Monthly Cost: Low to High

Health Plan Name Bronze
$190.00 per month
(was $280.00)
$6,000 deductible

Subsidy Eligible
HSA Eligible
☐ Compare

Apply Now

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[User Name] | Log Off | Account Settings   Save   Back to Main

[Patient if Selected], Age: [xx] years, Visit #[xxxxx], Chief Complaint: [if saved]

Vitals: *last at [time]*

Temp: [xx.x method]

-Select-

Heart Rate: [x

Respiratory: [

Blood Pressure

Oxygen Satura
Device: [xxxx]
Amount: [xx]

-Select Device

-Select Amou

Weight: [xxx]
Change to [lbs/kg]

Vital Sign Trends

Intake and Output

P

[x] at [xx:xx]
(sys generated)

Gastro

Muscul

Resp

Assessments. Screens for body system assessments data collection process, focused on the recurring patient health information during the Visit.

HealthLand | Electronic Records Management (ERM) Interface Redesign - Desktop & Tablet. 2008-2010

area. Needs to display the time of the last vitals collection.

Objective:
Created a simplified, enterprise-level electronic healthcare records user experience.
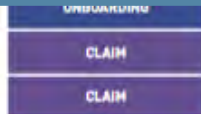
What I Did:
Budgeting & Business Requirements
Service Design
Ideation
Competitive Analysis
Consumer Research
Journey Mapping
Information Architecture
User Experience
Wireframing
Content Strategy
User Testing
Creative Direction
Client Relations

Proposed: Personalization Drives Layout

Layout is simple, flexible, driven by relevant, personal content and intended to solve as many member needs as possible right on the home page.

UnitedHealthcare | Portal Content Strategy. 2015

Objective:
Developed a system that integrated diverse sources of content into a simple, flexible member experience.

What I Did:
Service Design
Information Architecture
Consumer Research
Competitive Analysis
Journey Mapping
Content Strategy
User Testing
Client Presentation
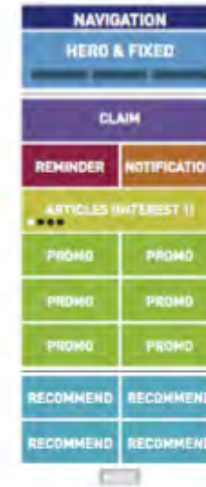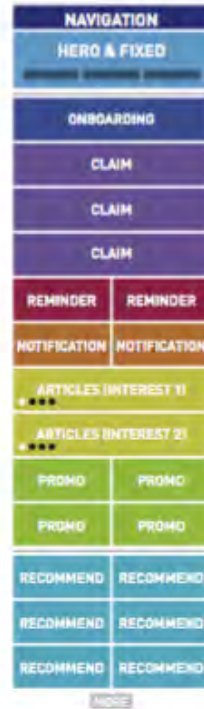
Shifting priority between sections breaks experience continuity. Shifting within a section does not.
Member interests and UHC's interests merge –transforming promoted content into desired content – creating a home page experience that is "my" UHC.

Create a robust search s[...]
brand immediately evider[...]
online research

Sales
Rep

Blogs

3M | Speciality Display & Privacy Trade Audience Research & Recommendations. 2013

WHO IS THE MOBILE WORKER?

SELENA
Sales Consultant at MLO, mid- to large-sized organization

Current: MLO
Previous: Sales assistant at other mid- to large-sized organization
Education: BA from Midwestern private college

300+
Connections

Background

As sales consultant, Selena is responsible for skillfully and powerfully representing MLO and its products/services and for serving customers quickly and thoroughly, understanding their businesses and providing them with all the relevant information and support they need to make informed purchase decisions.

Whether generating leads, holding needs-assessment meetings with customers, conferring with her internal team or following up on customer requests, Selena is constantly on the go, making herself available to troubleshoot and to address questions and concerns, all the while advancing her personal goals as well as MLO's business goals.

She is particularly skilled at using current and advanced technologies to fulfill her responsibilities and is highly familiar with the range of available platforms.

"Using my mobile devices has really improved my ability to work anywhere, and as long as I can connect to the Internet, my productivity is much higher."
–mobileenterprise.com

Recommendation

Peter Quinn
Sales Manager
"I depend on Selena to answer questions and take action when I need it. She's always available and has the information that's critical to our

Objective:
Researched the channel vertical to provide insights to discover new opportunities and better connect with key audiences.

What I Did:
Stakeholder Interviews
Market Category Overview
Target Market Research
Competitive Analysis
Persona Development
Purchase Decision Mapping
Digital Strategy
Recommendations
Client Relations

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VISUAL INTELLIGENCE 3M

WELCOME | AGENT | WALTON   LOG OUT

SECURITY DETAIL: HD MONITORS

KEY RISK AREAS

THE SMARTER WAY TO LOOK AT HD MONITORS   ✉ Share

Sed auctor, leo sit amet ultrices tincidunt, erat nisi sollicitudin felis, et rutrum augue mi at nunc.
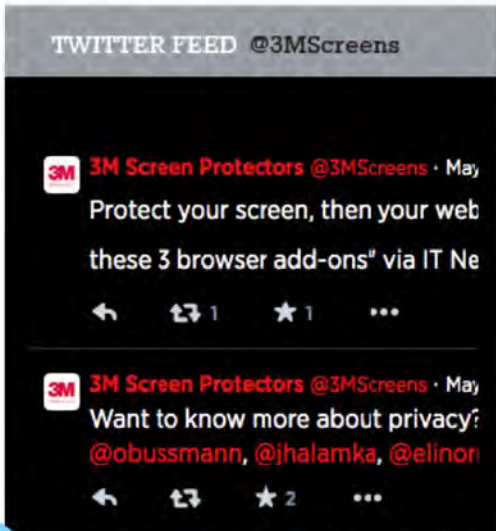
SELL SHEET

✉ Share
⬇ Download

INFOGRAPHIC

✉ Share

✉ Share
⬇ Download

INFOGRAPHIC

✉ Share
⬇ Download

TWITTER FEED @3MScreens

3M **3M Screen Protectors** @3MScreens · May
Protect your screen, then your web these 3 browser add-ons" via IT Ne
↩   ⇄ 1   ★ 1   •••

3M **3M Screen Protectors** @3MScreens · May
Want to know more about privacy? @obussmann, @jhalamka, @elinor
↩   ⇄   ★ 2   •••

3M | Specialty Display Systems Channel Portal Experience. 2014

1 The "Log Out" link moves underneath the logo in the mobile view.

2 The sidebar is completely out of screen on the mobile version and accessed through the menu icon.

Objective:
Provided an education and marketing program for OEM and channel partners that increased awareness of 3M privacy filter solutions with relevant and engaging content and experiences.

What I Did:
Service Design
Target Market Research
Purchase Decision Mapping
Digital Strategy
Content Strategy
Information Architecture
Wireframe
Creative Direction
Strategic Recommendations
Client Presentation

Target observations
MINING SITE LEADERS

WHAT HE CARES ABOUT
Collaboration
Industry expertise
His team

WHAT HE WORRIES ABOUT
Safety
Operational continuity
Profitability
Public perceptions
External pressures

Less stress
Peace of mind

3M | Mining & Metallurgy Brand and Strategic Research & Recommendations. 2013

Objective:
Developed a brand platform that positioned 3M as a thought leader, providing technology solutions for the mining industry.

What I Did:
Service Design
Ideation
Brand Research
Target Market Research
Journey Mapping
Competitive Analysis
Persona Development
Messaging
Strategic Recommendations
Client Relations

Based on analysis of Health & Wellness major content providers, none are making novel use of social media for customer support, yet

- Ten competitors ...
  look at their soci...

- Almost all are utilizing major social
  media networks, but none are doing
  anything differer...
  social media.

- All competitors a...
  Media channels ...

- This provides an...
  Ultimate Softwa...
  engagement wit...
  without having t...
  extraordinary ef...

Experience Life | Digital & Audience Expansion Strategy. 2013-2014

Objective:
Provided competitive research and recommendations to leverage and integrate digital initiatives to increase awareness, reader engagement and loyalty.

What I Did:
Service Design
Stakeholder Interviews
Consumer Research
Content Strategy
Digital Strategy
Social Media Strategy
Earn, Owned & Paid Media Strategy
Persona Development
Journey Mapping
Digital Media Audit
Competitive Analysis
Measurement
Recommendations
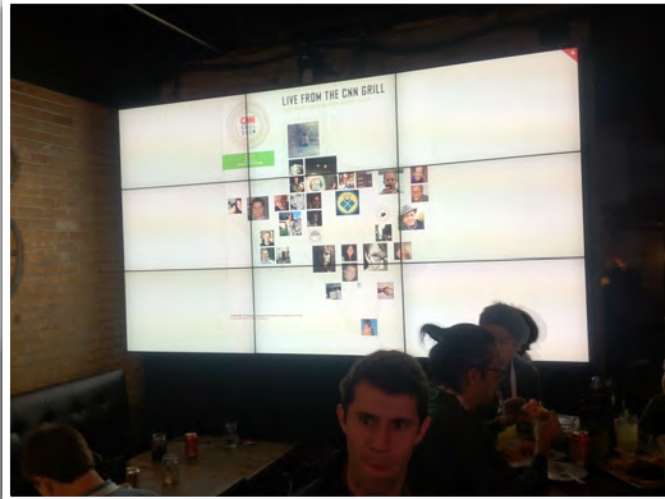Client Relations

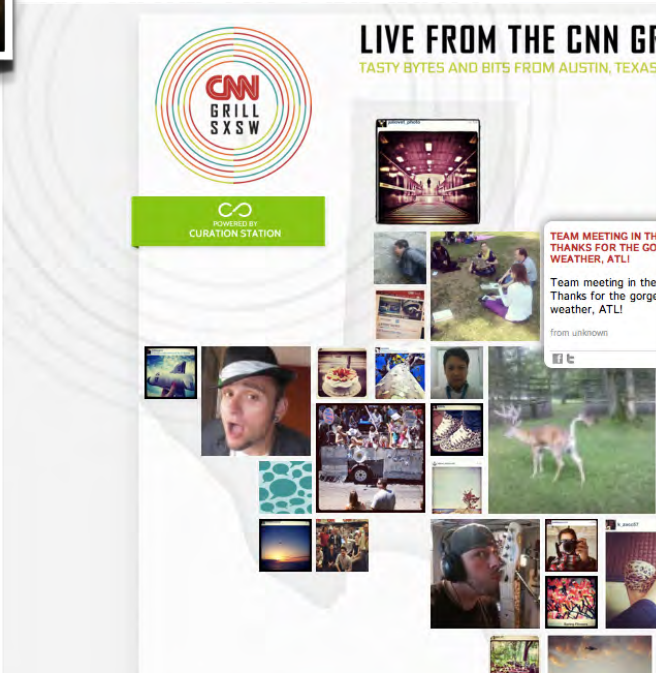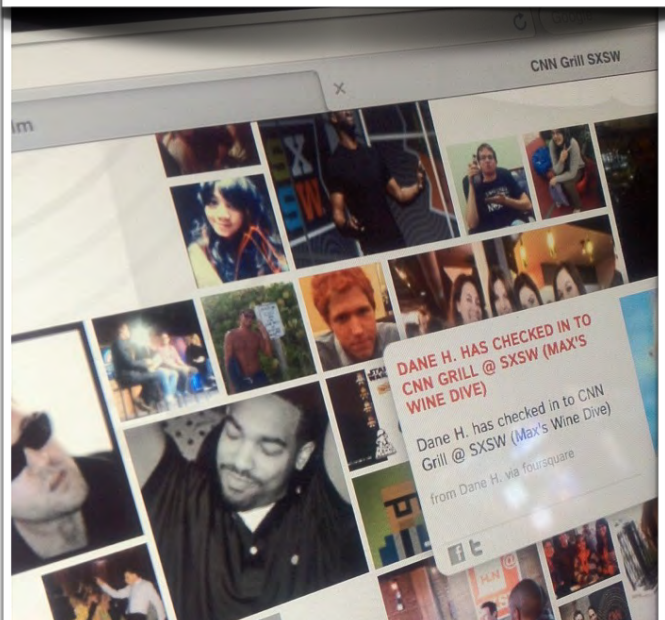# nextploration

2014-15 | RETAIL TRENDS

Objective:
Created a future forward report that provided valuable retail thought leadership insights.

What I Did:
Ideation
Qualitative Research
Digital Strategy
Content Strategy
Creative Direction
Client Relations

TREND

1

Real-time Retail

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CNN Grill | SXSW Content Strategy & Experience. 2012

Objective:
Created an experiential content strategy and designed an interactive digital experience to generate social media awareness and engagement.

What I Did:
Ideation
Information Architecture
Social Media Strategy
Content Strategy
Client Relations

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Optimize Content for Consumption

...re willing to spend. Then lead them deeper.

Objective:
Recommended a content development strategy that delivered financial education to a client network of independent brokers.

What I Did:
Innovation Sprint
Target Market Research
Competitive Analysis
Persona Development
Content Audit
Content Strategy
Digital Strategy
Recommendations
Client Relations

...o posts, Quick facts   10-15 seconds

...rm videos, info-graphics   30-90 seconds

...n articles (blog/"LinkedIn" posts)   1-2 minutes

...ers, brochures, webinars, podcasts   3-5+ minutes

MoneyGram | ICCC Cricket Bracket Facebook Fan Experience. 2012

Objective:
Create a unique fan engagement social experience that engaged fans across the globe.

What I Did:
Service Design
Ideation
Consumer Research
Globalization
Information Architecture
Site Map
Content Strategy
Social Media Strategy
Measurement
Client Relations

Connect With The World
he Passion
MoneyGram International
e entered to win an
to the ICC Cricket
umbai.

CHRISTOPHERPOLLARD

facebook

Search

Home   Profile   Account ▾

MoneyGram · Mother's Day
Local Business · Dallas, Texas

MoneyGram
MOM THE ONE & ONLY
MADRE NO HAY MAS QUE UNA
There are millions of mothers in the world, but only one of them is yours.

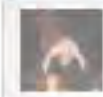**MOM: THE ONE & ONLY**
MADRE NO HAY MAS QUE UNA

CAST YOUR VOTE   SHARE YOUR STORY   READ MORE STORIES

Stories about the most extraordinary women we know: our moms

Maria

My mom is amazing. Sadly, my dad
was not a good one but my mother
made up for the both of them. She
very brave and strong and raised fi
of us like a champ. I remember whe
i was five, being in an airport and

Mom: **Maria**
City: **Madrid, Spain**
Talent: **She writes and tells great stories**

LIKE THIS STORY?

Submitted by:

3 friends like this.

CHRISTOPHERPOLLARD

Thank you for the opportunity

3133 GIRARD AVENUE SOUTH #3
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