

MARGARET BOSSEN

250 Selby Avenue, Apt. 42
Saint Paul, Minnesota 55102

PORTFOLIO: WWW.BOSSENOVA.COM

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TECHNICAL

UX/UI Tools:

Sketch
Figma
Axure
InVision
Adobe XD
Optimal Workshop, etc.

Adobe Creative Suite:

Photoshop
Illustrator
XD
InDesign

Microsoft Office Suite:

MS Word
PowerPoint
Excel
Teams, etc.

Front-end:

HTML/CSS
HTML for Email
JavaScript, etc.

CMS/Document

Management/CRM:

AEM
SalesForce
Sitecore
Sharepoint
Dynamics 365
WordPress, etc.

PROFILE

User Experience Strategist, UX Designer, UX Director

I am passionate about applying interactive strategy, research, design, and interface usability to develop cutting-edge, user-friendly, and results-driven digital experiences. I have delivered hundreds of different creative digital solutions, in formats that appear online, offline, on small/mobile devices, and within medical devices and IoT experiences. As a team player and leader who thrives on creative challenges, open communication, and working closely with colleagues and clients, I foster true collaboration within work groups. I mentor team members on UX/UI best practices and guide teams to deliver strategic solutions and stellar results.

My Philosophy: Simple, Good Design, Based on User Experience.

This philosophy underpins every digital experience that I've worked on. From sophisticated mobile application interfaces and corporate web sites, to unique devices, web pages, and digital communications, the principals of simplicity, elegance, and responsiveness hold true. In all types of environments, with all types of clients, basing a methodology around a heuristic, user-centric, creative approach has saved clients time and money because these thoughtful solutions work, for users, for the business, and deliver results.

SKILLS

UX/UI Leader: Leading end-to-end user experience design teams in concepting, creating, and delivering wireframes, personas, journey maps, and other UX assets. Mentoring and advising workgroups on best practices for developing information architecture, data models, task flows, heuristic evaluations, and hierarchical sitemaps. Experience strategizing, creating, and presenting UX/UI for digital-first projects, mobile apps, social media, and websites. My current focus is on medical device experiences – for clinicians, health care providers, and patients. The newest excitement is how we mindfully apply AI and Machine learning to digital experiences – so much to explore!

Accessibility Expert: Auditing and assessment of digital experiences, and delivering guidance for remediation to achieve the latest WCAG/ADA compliance.

Technical: Delivering best in class hi- and lo-fidelity prototypes in Figma, Sketch, Invision, Axure, etc. Expert user of the full Adobe Creative Suite. Creating pattern libraries, and data-driven, component-based UX/UI and interface designs. Excellent understanding of technical foundations for complex projects. Skilled at delivering complex information to technical and non-technical audiences.

User Research: Passionate about designing, creating, and delivering complex qualitative and quantitative user research projects and usability tests. Experienced at leading and facilitating user research and usability testing activities. Focused on delivering insightful, strategic recommendations with confidence.

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References available on request

EXPERIENCE

Lead Product Designer/Manager, UX & Design Strategy Boston Scientific | Arden Hills, MN 2020 - Present

Working throughout the full product development cycle, leading user research and digital product design for the Digital Health Services team. My work involves identifying, synthesizing, and meeting end user needs and business goals from the highest levels (vision and strategy) all the way through to the foundational levels of execution and delivery. Currently strategizing new initiatives to use AI to augment and deliver dynamically driven experiences.

UX Strategist, Designer, Manager Bossenova | Minneapolis, MN Ongoing

I am passionate about applying interactive strategy, research, design, interface usability, and leadership skills to develop cutting-edge, user-friendly, and results-driven digital experiences. I have delivered hundreds of different creative solutions, and I am fluent in all of the latest UX/UI apps and platforms. My projects are delivered in formats that appear online, offline, and on small/mobile devices. Take a look at www.bossenova.com, or contact me directly for access to my case studies and a detailed portfolio.

Notable Clients: Best Buy, US Bank, Thomson Reuters, LHI, Optum, etc.

Discipline Lead, UX & Design / UX Architect RBA Consulting | Wayzata, MN 2014 – 2018

Discipline Lead and Manager of UX/UI activities focusing on Experience Strategy, Interaction Design, Design Research, and Visual Design

- Managed a diverse group of UX Architects, Designers, and Content Strategists
- Helped clients to better understand and engage with audiences through digital channels
- Envisioned how to articulate UX/UI services internally to teams, and externally to clients

Also engaged as a **User Experience Architect and Strategist**

- Collaborated with developers, business analysts, product managers, and QA analysts on agile project teams
- Strategized and architected user-focused web and mobile applications, including dynamic data-driven and component-based experiences
- Created and presented workshops for UX Enablement, Design Research, and Accessibility
- Executed designs, interactive prototypes, usability research, and strategic insights, and advocated for the end user throughout a project lifecycle
- SME for Accessibility and ADA compliance.

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EXPERIENCE, continued

Director, User Experience

Optum/UHG | Eden Prairie, MN

2016 - 2016

- Part of a dynamic User Experience team within OPTUM.
- Was responsible for all aspects of design delivery for the consumer side of Healthcare: strategic definition, concepting, prototyping, detailed UX/UI, visual design, research, documentation, and ADA compliance.
- Mobile app strategy and experience design on agile delivery teams.
- Focused on apps and web experiences that balanced user needs with stringent medical requirements, regulations, and business objectives.
- Developed, evangelized, and executed the creative and UX strategy for Optum's consumer-facing products and services.
- I took a chance to explore this opportunity after a strong recruitment effort from UHG. The specific position was not a great fit for me, and I returned to RBA when offered an opportunity to re-join within the executive group.

Director of User Experience / Digital Strategy

MSP Communications | Minneapolis, MN

2013 - 2014

- Developed processes and protocols to integrate UX/UI into MSP-C's content creation systems.
- Developed content practices that optimized digital platforms and capabilities.
- Participated in client discovery, brand strategy development, and client presentations.
- Created wireframes and IA that aligned with mobile-first/responsive design initiatives.
- Served as SME and knowledge leader for web, mobile, and user experience both inside MSP-C and for clients.

Senior User Experience Analyst / Web Designer

Capella University | Minneapolis, MN

2012 - 2013

- Helped to establish the strategic direction for the student and faculty online experiences at Capella University.
- Partnered with key functional groups to deliver UX visuals and prototypes in alignment with the business and user experience goals of new web pages, mobile experiences, and applications.
- Part of the team responsible for the strategic development, production, design and analysis of Capella University's online experience.

Director, User Experience and Interactive Strategy

Hanley Wood Marketing | Minneapolis, MN

2009 - 2011

- Provided leadership in developing and executing online marketing solutions for a diverse roster of corporate clients.
- Served as an in-house expert on new interactive developments, leveraging technology as part of an integrated marketing platform.
- Developed user interface design specifications that were used as a blueprint for interactive development.
- Subject matter expert for online corporate guideline updates and enhancements. Mentored and advised all creative team members in new technology and digital strategy.

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EXPERIENCE, continued

Multimedia Executrix

Fallon McElligott | Minneapolis, MN

1994 - 2004

- Helped build Fallon's Interactive Department from 2 people to 30-plus.
- Was responsible for all interactive projects for one of the top advertising agencies in the world.
- Established interactive project guidelines for Account Executives and Design personnel.
- Managed and produced award-winning multimedia projects on time and within budget. Involved in interactive company startup "Revolv".
- Continued to produce, design, and develop a variety of freelance projects for Fallon after leaving full-time employment with the firm.

EDUCATION

Applied Design / French
BA / BS – University of Minnesota
Minneapolis, MN

SPEAKING ENGAGEMENTS

Boston Scientific Global Services: Lead Product Designer, 2021- Present
Evangelizing and presenting best practices for User Experience to the entire company. Workshops, focus groups and demos.

UXPA-MN: 2017 – 2022 Board Member

Roles: Program Director > Vice President > President > Past President

UXPA-MN + AIGA Minnesota: U/X/D Collaborative Workshop, May 2019

World Information Architecture Day: February 2017, February 2019

TC UX Meetup (Co-Host): 2009-2017

Ongoing Quarterly Meetup

World Usability Day @ Univ of MN: November 2017, 2018, 2019

Optum Product Summit: September 2016

U of MN School of Journalism: July 2015

Denver Digital Summit: April 2015

AWARDS & RECOGNITION

EXCELerate Program: Boston Scientific Career Empowerment Program

ImagineIF: Boston Scientific Entrepreneurial Competition 2021, 2022, 2023

One Show Interactive: Gold, Silver, Bronze Pencils

Graphis Design: Interactive Annual

American Center for Design: Web 100

How Magazine: Judged for the 2006 Interactive Competition

Hanley Wood Red Point Award: "FAST" winner

Communication Arts: Interactive Design Annual (Competition Judge)