

ALEX CANTRELL

Principal UX Designer

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Overview

Principal UX Designer with 8+ years leading end-to-end research and design for complex, data-rich enterprise platforms in healthcare and regulated environments. Proven at translating ambiguity into intuitive workflows and decision-support experiences through generative and evaluative research. Experienced in shaping UX strategy, facilitating cross-functional alignment, and delivering accessible, scalable solutions with measurable business impact.

- **Research:** Generative and evaluative studies, stakeholder interviews, focus groups, usability testing, heuristic evaluation, journey mapping, service blueprinting, mixed-methods synthesis, facilitation, and storytelling.
- **Design:** Wireframing, prototyping, systems thinking, service design, design systems, accessibility (WCAG), AI UX, conversational design, interaction design, and information architecture.
- **Tools:** Figma, FigJam, Abstract, Zeplin, Miro, Sketch, Adobe Creative Suite, Microsoft Power Apps, Tableau, Power BI, Google AI Studio, CoPilot, Cursor, ChatGPT.

Impact Highlights

- **32 projects led** across 8 industries at Insight Enterprises, delivering high-impact UX solutions from healthcare to energy
- **30% call containment** within one year for DTE chatbot, driving measurable cost savings
- **42 user interviews** across 8 time zones and 5 personas for a global dashboard serving 600+ leaders at Boston Scientific.

Work Experience

BOSTON SCIENTIFIC

SEP 2024 - PRESENT

Senior UX Designer (Contract via Dexian)

- Led end-to-end UX for a first-of-its-kind enterprise HR dashboard to enable leaders across the global organization to explore insights directly and make informed workforce decisions.
- Led generative and evaluative UX research with 40+ global participants across 5 personas, including clinician and operations leaders; synthesized findings into clear, actionable insights for workflow and decision-making improvements.
- Developed interactive prototypes and workflow scenarios, facilitating feedback loops with leadership, product teams, and stakeholders who design and deliver tools for clinicians to align on priorities and refine the user experience in Tableau; guided detailed build process.
- Used a data storytelling approach to ensure the dashboard is intuitive, simple, and accurate.
- Currently supporting a second project: Operational Workforce Planning overhaul, including more than 15 group interviews and further use of balanced, careful AI analysis for velocity.

TEKSYSTEMS

SEPT 2023 - APR 2024

Project 1: The Hershey Company — Senior UX Designer

- Transformed a kitchen operations management system from 1995 into a modern, intuitive, accessible app. Team delivered the full design two months early and 27% or \$50k under budget.
- Streamlined recipe creation and management, making sense of complex needs around advanced search and filter, recipe variations, and substitutions for ingredients list.

Project 2: Centene Corporation — Senior UX Designer

- Led a cross-functional team to redesign complex healthcare dashboards supporting care managers and clinical staff, migrating from MicroStrategy to Microsoft Power BI, resulting in a 50% increase in user engagement and a 20% reduction in average task time.
- Conducted focus groups, surveys, and 1:1 interviews to provide strong foundations of user research, navigating highly technical areas of focus for health workers & care managers.
- Contributed to storytelling guide, design system, and Power BI chart standardization effort.

WOEBOT HEALTH

MAR 2022 - APR 2023

UX Conversation Designer

- Led prototyping and user testing for over a dozen new features for a mental health digital therapeutic, iterating weekly for 20+ weeks and gathering both qualitative and quantitative data to inform design decisions.
- Spearheaded 'My Happy Place' feature using generative AI to create a therapeutically valuable module, integrating seamlessly into the Woebot app to support mental health engagement and clinician-recommended care plans.

INSIGHT ENTERPRISES

JAN 2018 - JAN 2022

Staff UX Design Consultant for 30+ projects

- Served as lead UX consultant on enterprise projects across industries including healthcare, finance, energy and grocery, including clients such as Brigham & Women's Hospital, Charles River Labs, Honeywell, Giant Eagle, DTE, WTW, and Anheuser-Busch InBev. Projects include IoT dashboards, sales dashboards with data visualization, and end-to-end chatbot experiences.

Project 1: DTE Energy — UX Conversation Designer

- Designed four IVR chatbots from research through implementation using Microsoft Bot Framework, including bots to automate move in and move out procedures, to flag and handle 'high bill' calls, and global UX to reduce call center load and average call handle time.
- Pushed the team forward through affinity mapping, design thinking, IA, and multiple sequences of Wizard-of-Oz testing with internal and external stakeholders.
- Suggested iterative improvements to live solution over six months from feedback and analytics, saw a 30% reduction in call center volume and millions in annual savings.

Project 2: Fidelity Investments — UX Designer

- Led the successful 0-1 design of the core dashboard for Fidelity's active-managed ETFs.
- Conducted user research and usability testing, gaining insights that drove design decisions.
- Developed detailed wireframes, interactive prototype, and final UI designs incorporating their existing design system, ensuring alignment with user needs and stakeholder feedback.

Project 3: Willis Towers Watson (WTW) — UX / UI Designer

- Led UX design for a visual chatbot that simplified access to complex health insurance info.
- Collaborated with the development team to fine-tune the NLP model and ensure predictable outcomes, and enforce accessibility guidelines that were baked into white-label system.
- Provided visual designs allowing white-label customizations for client's 500+ customers.

BLUOMETAL ARCHITECTS (Acq. 2018 by Insight Enterprises)

OCT 2016 - JAN 2018

Associate UX Designer

- Designed user interfaces for web, mobile, and interactive devices for Enterprise clients, including 10+ company intranets, custom data management software, and modern online checkout flows.

Education

B.A. from Wesleyan University

- Major in 'Science in Society Program', with concentrations in Sociology and Environmental Science