CHAUNCEY JACK DUNLAVEY, UXC
CUSTOMER EXPERIENCE LEADER

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15+ Years of Leading Design Innovation, inspiring Teams, and Improving Customer Experiences
for Startup, Non-Profit, Small Business, and Fortune 100 Organizations

Prior Leadership Roles: Global Customer Insights & Research at Citigroup;
Digital Experience & Innovation at the Largest US Pediatric Healthcare System

WORK EXPERIENCE

Managing Director, Customer Experience
Experiences by Design

2017 — Present

San Diego, CA

RESPONSIBILITIES

▸ Uncovering customer insights and guiding the design of exceptional user experiences, focused on digital, product, and service innovations

▸ Guiding startup in using artificial intelligence to create tailored special education plans based on data from standardized testing, latest research studies, best practices, expert reviews, and observed behaviors

ACHIEVEMENTS

Solving Challenges Via Insights & Innovation

▸ Performed discovery research, design strategy planning, product ideation, and testing to design an innovative app for teachers to digitize, alter, and auto-grade assignments.

  • **Results:** 0 to 400,000 active teacher users and $0 to $10.2M in ARR in 4 years
  • **Time Savings:** 8 hours of weekly grading time on average

Tailoring Life-Changing Care & Improving Access

▸ Led discovery research to uncover hidden barriers in seeking addiction treatment. Guided prototyping and design of the first interactive addiction treatment admissions app — matching addiction type, co-occurring disorders, recreation preferences, and insurance

  • **Results:** 300% estimated increase in qualified leads | 22% increase in online insurance verifications

Director, Digital & Video Marketing | Experience & Innovation Leader
Nemours Children's Health

2009 — 2017

Florida & Delaware

80+ primary, specialty, urgent, and hospital care locations across six states

Promoted from Manager to Director

RESPONSIBILITIES

▸ Collaboratively led strategy and design of process improvements and service delivery innovations to improve the patient-family experience across touchpoints, from scheduling appointments to follow-up care.

▸ Led strategy, research, and design of solutions to increase business, elevate satisfaction, improve productivity, and strengthen quality and safety.

▸ Responsible for digital strategy, research & insights, journey mapping, design, usability testing, pilot studies, video production, quality assurance, and ongoing improvements.

▸ Co-led strategy, buy-in, and design of innovations and clinical trials to reduce readmissions and stress levels.

▸ Extensive collaboration with healthcare providers, patient-families, service excellence, continuous improvement, and biomedical research teams.

▸ Frequent interactions with the CEO, CFO, CMOs, CNOs, and executive leaders.

Nemours Children's Health (continued)

▶ Helped open a new stand-alone $400M pediatric hospital in competitive market with two existing children's hospitals

- Guided by patient-family and staff feedback, integrated unmatched amenities (i.e., washers & dryers for families).
- Co-directed the design of credentialing and onboarding system for 300+ new FTE healthcare providers
- Integrated 30+ new primary care practices into the hospital network
- **Results:** Projected patient volume and revenue targets achieved five years ahead of schedule

▶ Accreditation & Awards Support: The Joint Commission, Leapfrog Hospital Safety, Magnet Designation, The Daisy Awards, US News & World Report

ACHIEVEMENTS

Reimagining Pediatric Healthcare From Home

▶ Guided redesign of telehealth solution — tailoring product designed for adult patients to pediatric families:

- **Results:** Apple App 4.6 stars & Google App 4.1 rating average, in the first 90 days
- Enabled parents in two locations to participate together with their child
- Success led to expanded use of specialty care follow-up appointments

Simplifying Frustration by Reducing Complexity

▶ Directed research, design, and launch of the first real-time, online appointment access for a health system — matching condition, doctor's expertise, availability, and insurance. Co-led process improvements across teams.

- **Results:** 33% conversion rate | 51% of appointments made after business hours
- Average completion time: Reduced to 8 minutes vs. 24 minutes
- Turned dissatisfaction with long hold times into a differentiator

Helping Parents Manage Their Child's Diabetes and Asthma

▶ Guided insights and design strategy in creating digital tools for caregivers

- **Results:** lower readmission rates and lower caregiver stress scores, leading to National Institutes of Health (NIH) grant extensions

Establishing Trust, Empathy, and Expertise

▶ Led website redesign: 5,000 pages, 1,100 doctor profiles, and 250 conditions

- **Results:** 22% average increase in Likelihood to Make Appointment, Trust & Brand scores
- 46% average increase in Find a Doctor and Appointment task scores

Influencing Healthy Habits for Life

▶ Directed design and launch of Michelle Obama's obesity prevention initiative and online certification system for childcare providers

- **Results:** Achieved fitness & nutrition improvements for 1.2M children
- Organization received a $25M multi-year grant to expand the program

Improving Education, Engagement, and Outcomes

▶ Built in-house and boutique studio teams to create 100+ videos annually

- 'Get to Know Me' videos introduced families to providers before arriving
- 'Answers to Grow On' videos informed families about their child's condition, what to expect, and how to prepare
- 'How to…' videos educated families on managing care at home, post-discharge

Reducing Errors and Improving EHR Usability

▶ Co-directed EHR usability improvements for referring providers and patient-families

- **Results:** Referral errors decreased by nearly 10% | Task completion improved by 7 percent on first attempt
- For patient families, successful task completion improved by 12 percent on the first attempt.

| VP, Global Customer Insights + Research | Customer Experience | 2004 — 2009 |
| Citibank | Citigroup | Florida & New York |

RESPONSIBILITIES

▸ Led global design research and customer insights for consumer, business, and institutional banking. Partnered with customer service and engineering teams.

▸ Collaborated with product teams in multiple countries to increase customer acquisition, improve cross-selling, strengthen loyalty, and reduce costs

▸ Managed online customer satisfaction program management and analysis, market research, concept testing, competitor intelligence, and usability testing

ACHIEVEMENTS

Measuring the Financial Impact of Customer Satisfaction

▸ Directed study to determine the impact of satisfaction on financial performance — using the University of Michigan's American Customer Satisfaction Index (ACSI) model

- **Results**: Study revealed a 9-figure correlation between future financial performance and customer satisfaction. Findings resulted in data and insights being incorporated into project prioritization criteria

Guiding Customers in Making a Financial Decision

▸ Managed customer insights, design research, and usability testing in redesigning Citi's credit card selection and application experiences.

- **Results**: Customer satisfaction ratings: 10% average increase | Acquisitions: 8% increase

Helping Customers Manage Their Finances

▸ Led extensive UX research in redesigning online servicing in North America

- **Results**: Cross-Selling Revenue increased 403% | Cost Savings increased 618% | Call Volume decreased 8%

PROFESSIONAL TRAINING

- Product Innovation Certification
  Massachusetts Institute of Technology (MIT)

- Insights for Innovation
  IDEO

- User Experience (UX) Certification
  Nielsen Norman Group

- Executive Presence & Influence [Enrolled]
  University of Pennsylvania - Wharton

- Usability Analyst Training
  Human Factors International

- Artificial Intelligence in Design
  Growth School

LEADERSHIP SKILLS

- Building Trust + Credibility
- Collaborating With Cross-Functional Partners
- Creating a Culture of Patient Empathy
- Delivering High-Quality, User-Centric Solutions
- Developing + Executing Strategic Roadmaps

- Goal Setting, Strategic Planning + Prioritization
- Influencing Decision-Makers
- Inspiring + Motivating Teams
- Leading Successful Organization-wide Initiatives
- Simplifying Complexity

EDUCATION

- Florida State University — Bachelor of Science | Communications & Political Science