

CHAUNCEY JACK DUNLAVEY, UXC

Customer + User Experience Design Innovation Leader

15+ Years of Collaboratively Designing Exceptional Service, Product + Digital Experiences



ChaunceyJackDunlavey.com



JackDunlavey



CJackDunlavey@gmail.com



904.536.3505

EXECUTIVE SUMMARY

- ▶ History of Launching Successful First-Mover Products + Services
- ▶ Fortune 100, Non-Profit, Startup | Healthcare, Financial Services, Education | SaaS
- ▶ Background in Building, Scaling + Coaching High-Impact Teams Fueled by Curiosity + Empathy

WORK EXPERIENCE

Managing Director, Customer Experience
Experiences by Design

2017 — Present
San Diego, CA

RESPONSIBILITIES

- ▶ Leading a consultancy helping organizations with design and marketing solutions that solve complex problems, align with business goals, illustrate empathy, build trust, and are desired by customers.
- ▶ Guiding a 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 Unmet Needs Via Insights & Innovation

- ▶ With the abrupt shift to online learning during the pandemic, teachers and students were frustrated by having to continue using paper worksheets. Explored solutions for online learning and return-to-classroom learning.
- ▶ Led discovery research, design strategy, product ideation, content creation, and testing to design an innovative app for teachers to digitize, modify, and auto-grade assignments. Offered free for the first year.

RESULTS: 400K active teachers | \$10.2M in annual recurring revenue (ARR) | 8 hours saved grading weekly

Tailoring Life-Changing Care & Improving Access

- ▶ Directed a research study on barriers to substance misuse treatment. Led design and content development of the industry's first interactive admissions tool — with real-time matching of substance, co-occurring disorders, recreation preferences, facility availability, and insurance coverage.

RESULTS: 22% increase in online insurance verifications | Qualified Leads: 300% increase estimated

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

2009 — 2017
Florida & Delaware

Helped grow from 32 to 80+ primary, specialty, urgent, and hospital care locations across six states

Promoted from Manager to Director

RESPONSIBILITIES

- ▶ Introduced a culture of user-centered design excellence to improve the patient-family experience end-to-end, from finding a provider to follow-up care. Designed comprehensive workflows, including quality assurance.
- ▶ Led planning, research, design, and content creation for solutions to increase business, elevate satisfaction, improve productivity, and strengthen quality and safety.
- ▶ Developed scalable design systems across ecosystems. Created an adaptable design language that also embodied the organization's brand. Crafted content and design guidelines for consistency across platforms.
- ▶ Extensive co-creation workshops and collaboration with healthcare providers, patient-families, along with service excellence, continuous improvement, scheduling, call center, and biomedical research teams.

Nemours Children's Health (continued)

- ▶ Recruited, mentored, and grew a team responsible for marketing, customer research + insights, design, content development, information architecture, usability testing, video production, quality assurance, and translation. Helped five team members earn promotions through direct mentoring.
 - ▶ Collaborated extensively with healthcare providers, patient-families, service excellence, continuous improvement, scheduling, call center, and biomedical research teams. Presented to leadership and board committees.
 - ▶ Led digital innovation and marketing in opening \$400M hospital in competitive market with two existing hospitals:
 - > Guided by feedback, integrated unmatched amenities (i.e., washers & dryers for families). Collaborated with IDEO.
 - > 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 | Directed digital design and marketing
- RESULTS:** Working together, 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
 - ▶ Co-managed initiatives to address Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey findings and Press Ganey patient-family satisfaction survey results.

ACHIEVEMENTS**Simplifying Frustration by Reducing Complexity**

- ▶ Directed research, design, and launch of the first real-time, online appointment access for a health system: matching medical condition, doctor's expertise, availability, and insurance.
 - ▶ Co-led process improvements across teams. Integrated and translated data from 10 separate platforms.
- RESULTS:** 33% conversion rate | 51% of appointments made after business hours
- > Reduced average scheduling time from 24 to 8 minutes.
 - > Turned dissatisfaction with scheduling during business hours with long hold times into a differentiator

Helping Parents Manage Their Child's Diabetes, Asthma + Cystic Fibrosis

- ▶ Oversaw design research and inclusive design in creating innovative digital tools for caregivers and teachers
- RESULTS:** Lower readmissions and caregiver stress scores in initial phases, leading to clinical trial extensions

Establishing Trust, Empathy, and Expertise

- ▶ Led website redesign of 5,000 pages, 1,100 doctor profiles, and 150+ conditions — aligned to new brand identity — for an organization with a complex service model | Extensive research and rapid prototype testing,
- 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, content, and information architecture to create a website for Michelle Obama's signature initiative as First Lady: childhood obesity prevention and an online certification system for childcare providers.
- RESULTS:** Achieved fitness & nutrition improvements for 1.2M children | Organization received \$25M grant.

Reducing Errors and Improving Electronic Health Record (EHR) Usability

- ▶ Co-directed usability improvements for referring providers and patient-families with an EHR SaaS organization.
- RESULTS:** Referral errors decreased by nearly 10%. Task completion for families improved by an average of 12%.

Improving Education, Engagement, and Outcomes

- ▶ Built and scaled in-house and boutique studio teams to create 100+ videos annually, using user-centered design.
 - > "Get to Know Me" videos introduced families to providers before arriving
 - > "Answers to Grow On" videos informed families about the condition, what to expect, and how to prepare
 - > "How to..." videos educated families on managing care at home, post-discharge

VP, Global Customer Insights + Research | Customer Experience

2004 — 2009

Citibank | Citigroup

Florida & New York

RESPONSIBILITIES

- ▶ Led global customer insights and satisfaction practice for consumer, business, and institutional banking. After a successful launch in North America, senior leaders requested global expansion.
- ▶ Guided concept testing + ideation, competitor intelligence, ethnographic + field studies, and usability testing
- ▶ Developed systems to share insights, engage leaders, create knowledge libraries, and scale services globally.
- ▶ Designed Citi's first Key Performance Indicator (KPI) scorecards — combining financial, customer satisfaction, and behavioral data — to prioritize and track the ROI of design and product changes.
- ▶ Collaborated with product teams in multiple countries to increase customer acquisition, improve cross-selling, strengthen loyalty, and reduce costs. Partnered with customer service, marketing, and engineering teams.
- ▶ Managed the most extensive ethnographic study in Citi's history: an in-depth analysis of what influences payment choices of small business owners, mid-market business decision makers, and Fortune 500 leaders.

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) methodology.
RESULTS: Discovered a 9-figure correlation between future financial performance and customer satisfaction.
 - > Findings resulted in data and insights being incorporated into the prioritization criteria for future projects.

Guiding Customers in Making a Financial Decision + Managing Their Finances

- ▶ Managed customer insights, design research, and usability testing in redesigning Citi's banking and credit card selection and application experiences, along with redesigning account servicing across North America
RESULTS: Acquisition Experience: Customer Satisfaction increased 10% | Openings increased 8%
 - > Servicing Experience: Cross-Sell Revenue increased 403% | Call Volume decreased 8%

PROFESSIONAL TRAINING

- | | |
|---|---|
| ▶ Product Innovation Certification
Massachusetts Institute of Technology (MIT) | ▶ Executive Presence & Influence [Enrolled]
University of Pennsylvania - Wharton |
| ▶ Insights for Innovation
IDEO | ▶ Usability Analyst Training
Human Factors International |
| ▶ User Experience (UX) Certification
Nielsen Norman Group | ▶ Artificial Intelligence in Design
Growth School |

LEADERSHIP SKILLS

- | | |
|---|---|
| ▶ Building Trust + Credibility | ▶ Goal Setting, Strategic Planning + Prioritization |
| ▶ Collaborating With Cross-Functional Partners | ▶ Influencing Decision-Makers |
| ▶ Creating a Culture of Customer Empathy | ▶ Inspiring + Motivating Teams |
| ▶ Delivering High-Quality, User-Centric Solutions | ▶ Leading Successful Enterprise Initiatives |
| ▶ Developing + Executing Strategic Roadmaps | ▶ Simplifying Complexity |

EDUCATION

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