Director of User Experience
Wildflower Health

Wildflower connects women and families to better care by breaking down silos among providers, payers, and best-in-class partners. We deliver personalized education and calls-to-action that simplify the healthcare journey for families with a combination of human touch and digital tools that fuel the transition from fee-for-service to value-based care models.

Wildflower Health provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. Applicants must be authorized to work lawfully in the United States. Wildflower Health is not able to sponsor applicants for work visas.

About the Role

Our growing team is looking for a Director of User Experience who is passionate about supporting Wildflower to design womens health solutions that create outstanding patient and provider experiences, improve health outcomes, and lower the cost of care. This role will be accountable for:

Growing a user research function within the organization.

1. Bringing the voice of the patient and provider into strategic business decisions and solution design processes.
2. Consulting with product, content, and clinical operations teams to ensure Wildflower solutions meet patient and provider engagement goals by addressing real world needs and seamlessly integrating into clinical workflows.

Key Responsibilities

- Lead primary and secondary user research activities to identify problems and needs of our target users, with an initial focus on the experiences of pregnant patients and OB-GYN providers in the U.S.
    - Design research plans and utilize a wide variety of qualitative and quantitative methods to execute research activities and identify insights.
    - Hold a relentless focus on inclusion in user research to ensure insights reflect the lived experiences of diverse user types; examine how intersecting factors and systemic inequities affect user experience to help drive a focus on health equity within our products
- Generate actionable insights to inform solution and services design; package and present insights to cross-functional teams in the form of personas, journey maps, market requirements, etc.
- Act in a consultative and advisory role to product, content, and clinical operations teams on an ongoing basis to support end-to-end solution and services design.
- Collaborate with the data team to lead the ongoing analysis of patient and provider experience on current platforms, and identify areas for improvement.

- Mentor others within the organization on best practices in user research in order to bring cross-team colleagues into execution of select user research activities.
- Potential to grow and manage a team at a future date.

Ideal Candidate

- Empathetic, thoughtful, and organized critical thinker
- 5+ years of experience in user research or product/program design, preferably in healthcare
- Proven experience collaborating with cross-functional teams in fast-paced and fluid environments to achieve results; ability to manage and prioritize multiple projects at once
- Excellent communication skills, with the ability to synthesize and communicate ideas to influence key stakeholders and broad audiences
- Command of best practices in user research, and knowledge of a broad set of qualitative, mixed methods and user-centered research methodologies to support the concept generation, design, and development of solutions and services that retain users and improve health outcomes
- Understanding of quantitative, behavioral analysis, and statistical concepts
- Experience facilitating key informant interviews, workshops or focus groups
- Experience in designing and analyzing surveys
- Experience in inclusive user research and understanding of the principles of inclusive design
- Experience/willingness to cross-train team members and mentor junior researchers in the future
- Bachelor's degree

  BONUS POINTS
- Experience in women's health, maternal health, or healthcare settings
- Experience managing a team
- Experience testing with multilingual populations
- Master's Degree in a relevant field

Location

This is a remote position.

How to Apply
To be considered, please email your resume, cover letter, and salary requirements to jobs@wildflowerhealth.com.