

Erica Dragani

User Experience Designer

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DESIGN EXPERIENCE

Interwell Health | Remote — Senior Product Designer

FORMERLY CRICKET HEALTH | SEPT 2021 - OCT 2025

Owned the end-to-end design process to improve clinical-facing products. Collaborated cross-functionally to create intuitive, scalable solutions that improve health outcomes and integrated AI-driven features.

- Rapid Response Program: Led design for a Salesforce enterprise workflow elevating a manual pilot to an official platform feature; reduced a 35-question intake form to 6 with branching logic and scaled the team from 2 to 4 responders.
- MyInterwell Patient Portal: Designed and shipped a secure patient-care-team messaging platform for Cook County Health's CKD population in 8 weeks, prioritizing accessibility for elderly users; launched on time meeting all contract requirements, driving a 6% sign-up rate and 3% conversion on sign-ups within 30 days of the co-branded launch campaign.

Airotone | Boston, MA — UX Designer

FORMALLY HUMAN RESOLUTION TECHNOLOGIES | APR 2018 - SEPT 2021

UX team-of-one: created user-centered designs, facilitated user interviews, collaborated with development team and stakeholders to redesign the web portal for nurses.

- FollowApp Web Portal: Designed a Material Design-based nurse dashboard prioritizing 62 patient data fields by clinical urgency; reduced screen navigation from 4 clicks to 3 and secured a new client contract based on the prototype

Fidelity Investments | Boston, MA — UX Designer

SEPT 2015 - JULY 2017

Design lead: worked closely with a cross-functional agile/scrum team to design standard-specific, visually compelling and mobile-first experiences for customers.

See LinkedIn for full work history

SKILLS

Design: AI-driven design, Accessibility, Strategy & vision presentations, Product scoping, planning, User flows, Concept sketches, Wireframes & mockup with Figma & Figma, Visual design

Prototyping: AI-assisted interactive prototyping, Figma prototypes, Storyboards

Research: Behavior design, Continuous interviewing, JTBD framework, Journey mapping, Heuristic evaluation, Service design mapping, Shadowing, User interviews, Usability testing

EDUCATION

BJ Fogg Behavior Design | Remote — Certificate

2025

Certificate program - Design for Behavior Change

Project Talk Academy | Remote — Certificate

2022

Certificate program - Continuous Interviewing

Salem State University | Salem, MA — B.A. in Graphic Design and Web Design

2008