

Bella Brache

User Experience Strategist specializing in healthcare solutions, ensuring accessibility and regulatory compliance. Skilled in user research, design, and working with cross-functional teams to deliver impactful, user-centered outcomes.

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WORK EXPERIENCE

FREELANCE CLIENTS

12/2023 – Present

SAMHSA, UX Strategist

- Redesigned and optimized email campaigns to align with accessibility standards and two sets of brand standards, resulting in a 15% increased click-through rate among 200,000 subscribers.
- Conducted usability tests in Drupal, identifying and addressing navigation bottlenecks pre-launch to improve access to mental health and substance abuse resources.
- Performed quality assurance audits to ensure compliance with Section 508 accessibility standards and improve usability, fixing over 150 broken links from the CDC's site redesign in one week, redirecting users to essential healthcare information and enhancing website reliability.
- Developed and refined chatbot interactions, mapping user journeys, writing utterances and intents, and conducting testing via user interviews.

CARALINE SKIN, UX Strategy Lead

- Conducted user research to uncover audience needs and inform data-driven content strategies.
- Created user personas and journey maps, aligning social media strategies with target audiences, doubling social media followers in a couple months.
- Increased engagement by adjusting content based on user insights, improving interaction with key demographics.
- Used iterative testing and feedback to refine messaging, fostering user-centered communication and brand loyalty.

PB& SEATTLE

- Designed a personal line of credit landing page to improve user education and align with campaign branding.
- Researched and recommended platform solutions, evaluating technologies to align with business goals and user needs, ensuring the chosen platform supported an effective user experience.

EVERSANA INTOUCH

06/2022 – 11/2023

Product Designer

- Designed high-fidelity wireframes and prototypes for pharmaceutical websites, meeting the needs of consumers and healthcare professionals while reducing development time by 20%.
- Conducted heuristic evaluations, competitive analyses, and accessibility audits to ensure usability and compliance with FDA and WCAG standards.
- Simplified complex information architecture, enhancing navigation and access to critical drug information.
- Ensured compliance with FDA regulations by incorporating required content into sitemaps and wireframes for all projects, designing layouts that met legal standards while maintaining user-centered design principles.
- Conducted accessibility audits and designed websites for desktop and mobile, applying WCAG standards to create inclusive experiences tailored to users with disabilities, including those using assistive technologies.

COLORADO DEPARTMENT OF LAW, Denver, CO

11/2019 – 02/2022

Digital Strategist

- Led collaboration with chairs of Colorado's Substance Abuse Trend and Response Task Force to synthesize statewide data into annual reports, streamlining complex information into actionable insights for policy and strategic initiatives.
- Partnered with the Director of Opioid Response to analyze data using Salesforce, driving evidence-based responses to the opioid crisis.
- Established the Office's first centralized research library, enhancing accessibility to collective resources and research across multiple units.
- Redesigned website pages with the State's front-end developers, improving usability and navigation for constituents by optimizing access to forms, contact information, and critical resources.

- Conducted outreach with community organizations during COVID-19, assessing digital habits and barriers to inform inclusive digital outreach strategies.

EMBLEMHEALTH, New York, NY

05/2018 – 04/2019

Marketing Specialist

- Collaborated with the Marketing Director and creative teams to craft multi-channel campaigns, translating complex healthcare concepts into accessible, audience-tailored messaging for New York's largest nonprofit health insurer.
- Directed creative agencies and multicultural marketing teams, ensuring culturally relevant messaging for the statewide open enrollment campaign, which expanded health coverage access.
- Conducted consumer behavior research and presented findings to senior leadership, implementing data-driven strategies that enhanced campaign engagement and outreach effectiveness.

EDUCATION

Bachelor of Arts, *cum laude*, Strategic Communications, UNIVERSITY OF DENVER, Denver, CO

- Triple minor in Business Administration, Socio-Legal Studies, and Spanish.

SKILLS

Technical Skills:

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|----------------------------|-----------------------------|---------------------------|
| ● User experience design | ● Prototyping & Wireframing | ● Competitive analysis |
| ● User research | ● Usability Testing | ● Survey creation |
| ● Information Architecture | ● Heuristic Evaluation | ● Contextual Interviews |
| ● Accessibility Compliance | ● Content Strategy | ● Design & Content Audits |

Software and Design Tools:

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|------------|-------------------|--------------------------|
| ● Figma | ● Adobe Photoshop | ● Microsoft Office Suite |
| ● Adobe XD | ● Adobe InDesign | ● Salesforce |
| ● Sketch | ● Hotjar | ● Basic HTML and CSS |