

MARY VASSEUR FINN

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PROFILE and PROFESSIONAL OBJECTIVES

I am a UX designer, graphic designer, and illustrator, and, more broadly, a highly creative individual with a zest for adventure and learning.

SKILLS ECOSYSTEM

- Designing curricula for, and conducting workshops in: Design thinking, creativity, and innovation
- Visual design, illustration, presentation design
- UX Writing (Instructions for Use, Microcopy)
- Web design, web content management; html email
- User experience design and research for medical applications and devices
- Adobe Creative Suite; Adobe XD; Figma; HTML, CSS

RECENT ACCOMPLISHMENTS and CERTIFICATIONS

- Certified Foundation Practitioner, AQai (Adaptability Assessment and Coaching), 2021
- Contributor to four patents, including: U.S. Application No. 29/756551 Backpack Arranged and Configured for Use in a Dialysis Treatment (sole inventor)
- Business Innovation Certificate, IDEO U, 2021
- Biomimicry Masterclass Certificate, Biomimicry Institute, 2020
- Foundations in Creative Leadership Certificate, IDEO U, 2019
- Advanced Design Thinking Certificate, IDEO U, 2019
- Certified Usability Analyst, Human Factors International, 2014

PROFESSIONAL HISTORY

Senior UX Designer

08.15–05.23: Fresenius Medical Care, Lexington, MA

UX Design

- Hemodialysis machine interface design for nurses' setting up and monitoring of dialysis treatment progress; functionality included alarms management, adjusting treatment parameters and displaying effects of these changes on blood pressure, ultrafiltration, etc.
- Design of "Patient 360" dashboard with different user views for nurses, registered dietitians and social workers
- Design and formative usability testing for peritoneal dialysis patients' portal which included data visualization for lab results and other clinical data trends

Innovation

- Designed and presented workshops to local and international audiences in my organization on the following topics: ideation strategies, the science of creativity, innovating with biomimicry, and design thinking basics
- Created original ideation tool sets in physical and digital formats
- Invented a device under patent that enhances peritoneal dialysis patient mobility; co-submitted an additional two inventions with colleagues
- Designed and built a physical prototype for medical training device using electronic circuits and Arduino

Illustration

- Created over 50 original illustrations detailing home dialysis devices and how they are to be properly manipulated. Redesigned layout instructions for use (IFUs) for five peritoneal dialysis products
- Designed explanatory illustrations for invention patent submission

UX Research

- Conducted interviews with dialysis patients in their homes around the US to capture their stories and identify the rewards and pain points experienced in their journeys; collated data for use in detailed journey maps
- Interviewed and observed nephrologists at work in their offices, clinics and hospitals, gathering data toward the solution of creating an integrative mobile application suitable to all work environments and systems

- Performed in-depth study known as “Empathic Modeling” of the home peritoneal dialysis patient experience, using a prosthetic abdomen with a peritoneal dialysis machine. Demonstrated my methods and shared what was learned from the study as a co-presenter at UXPA Boston 16th Annual User Experience Conference.
- Authored usability testing protocols and conducted usability tests in iterative cycles for patient portal application under development; documented findings and wrote up summary and recommendations
- Led a team of three researchers in intensive usability testing for an eHR (electronic health record) application in Nashville, TN, in order for the application to meet government Meaningful Use requirements. Ran logistics, authored all protocols, collated data findings, and wrote up final report.

Web designer and usability researcher

01.13–09.14: Fresenius Medical Care, Lexington, MA

- Conducted usability testing on Acumen nEHR (Nephrology Electronic Health Record) application
 - Performed heuristic reviews on product's user guide, and five feature sets
 - Wrote test scripts for measuring effectiveness, efficiency and satisfaction of application features; perform summative testing using Morae
 - Compiled data, wrote and edited reports according to NISTIR 7742 (Customized Common Industry Format Template for Electronic Health Record Usability Testing) for government eHR requirements

AWARDS

- Dept. of UX, “Exceptional Work in User Research Award” Fresenius Medical Care, 2017
- Platinum award, Veritude Associate of the Quarter, Q2 2008
- Nominated Veritude Associate of the Quarter, Q2 & Q4 2006
- Ping-Pong champion of Lanesborough Elementary School, 1972

EDUCATION

- B.S., Psychology, Fitchburg State University, Fitchburg, MA, 1983

PERSONAL

Interests include Middle East travel, hiking, and Hebrew and Arabic language study. I also enjoy cryptology, tinkering with electronics, and wildlife tracking.