

# NIKKI BUSSARD

## DESIGN, PRODUCT, AND CHANGE LEADER

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### PROFILE

Leveraging business strategy, human-centered design, and behavioral science, I develop and implement highly adopted services that significantly enhance well-being and productivity.

### PROFESSIONAL EXPERIENCE

#### **Gluroo Imaginations.** *Head of Design and Product. Los Angeles, CA. Aug-Dec 2024*

Led end-to-end design process for an early-stage diabetes management startup, creating differentiated digital experiences through user research and high-fidelity prototyping.

#### **Humana.** *Principal, Design Strategy and Transformation. Los Angeles, CA. 2022-2024*

Drove increased engagement for underutilized clinical programs including cardiac and pulmonary rehab, falls prevention, medication adherence, and diabetes management.

- Virtual cardiac rehab achieved highest ever engagement in clinical programs: 9% program completion compared to 1-2% historical baseline driving \$10MM+ in trend savings.
- Designed implementation plan for novel RCT to speed time to insight by 1 year.
- Developed behavior-based member engagement framework to evaluate vendors and engagement opportunities, reducing vendor evaluation time by 50%.

#### **CVS Health.** *Director, Experience Design. Los Angeles, CA. 2021-2022*

Built a high-performing multidisciplinary design team developing innovative home-based health and kidney care services. Directed design of industry-first virtual dialysis training centers and in-home post-acute care service to reduce hospital readmission. Guided UX design for critical applications for CKD management, dialysis supply ordering, and value-based care analytics.

#### **Health Net.** *Senior Manager, Customer Experience, Los Angeles, CA. 2018-2021*

Led CX transformation for California payer. Established Voice of Customer program and CX strategy while building organizational capabilities through mentorship and training.

- Drove 35-point NPS increase over three years; moved from #16 to #6 in Forrester's CX Index; recognized as #1 health insurer for customer service by Forrester in 2021.
- Oversaw UX design of onboarding chat bot and patient and provider portals that led to increased payments, reduced call center traffic, and reduced PCP assignment errors.

**Design Strategy and Change Consultant.** *Chicago, IL. 2015-2018*

Provided experience design, organizational development, and digital transformation consulting. Worked with senior executives to create change strategies based in behavior design. Clients included Stepan, ZS Associates, and UIC and NorthShore hospitals.

**Publicis Sapient.** *Senior Manager, Design and Product Strategy, Chicago, IL. 2006-2015*

Principal product manager and designer for digital transformation initiatives. Managed vendors, led distributed agile teams of 8-30, built trusted relationships with IT, HR and business leaders.

- Led initiative to improve efficiency and quality for project teams. Developed roadmap; received \$2M in funding, executed 70% within one year; reduced tool redundancy by 50%.
- Led UX design and rollout of social collaboration platform resulting in creation of 300+ innovation communities; 20% reduction in RFP turnaround; voluntary platform adoption of over 90%, and 1<sup>st</sup> place win in German HR excellence awards.
- Oversaw design and implementation of global intranet that increased employee self-service from 10% to 90% and reduced publishing time from 72 hours to 10 minutes.
- Contributed expertise to winning contract with Chrysler for employee engagement platform.

**Accenture.** *Learning Experience Designer, Chicago, IL. 2005-2006*

Developed immersive learning experiences for senior executives focused on leadership, performance management, and sales. Successful leadership curriculum was adopted across all management levels.

## EDUCATION AND CERTIFICATIONS

**Institute of Design at Illinois Tech.** *Chicago, IL*

Master of Design Methods: Human-centered design, business strategy, and innovation

**Northwestern University.** *Evanston, IL*

Masters Certificate, Learning & Organizational Change: Organizational development, behavioral psychology, and organizational change

**Rice University.** *Houston, TX*

Bachelor of Arts in English.

**Scrum Alliance.** *Chicago, IL*

Scrum Certified Product Owner