



Alison Medlyn

medlyna.com

I'm a **multi-disciplinary design leader** with 8 years of experience designing and building products across web and mobile platforms.

My passion lies in transforming intricate challenges into accessible and engaging solutions that resonate with users.

Work samples

UX & Product Design

**Digitizing the
Medicaid
enrollment
process.**

01 **TennCare**



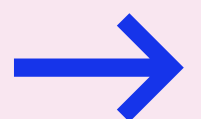
**Implementing a
Salesforce CRM
system.**

02 **Google Cloud**



**A gamified
employee training
tool for Deloitte's
app store.**

03 **Tech Fluency**



Work samples

UX & Product Design

**Home screen
build for the
Premier Agent
app.**

04 **Zillow**



**Delivering music
to the masses for
DC's annual funk
parade.**

05 **DC Funk Parade**



Work samples

Architecture

**Adding 1bd/1ba to
a 2bd/2ba row
home to optimize
floor plan for short
term rental.**

coming soon

02 Google Cloud

Implementing a Salesforce CRM system.

Case study available upon request

The screenshot shows a web interface for Google Cloud account management. At the top, there are logos for Google Cloud and Deloitte, along with a search icon, a notification bell, and a user profile for James Smith. Below the navigation bar (Home, Specializations, Product Integrations), there is a banner for 'Introducing Cloud Text-to-Speech' with a 'Learn More' button. The main content area is divided into two columns. The left column shows 'Account Details' for 'Company X' with fields for Type (Customer Channel), Phone (650-221-2321), Company Website (www.companyx.com), Account Owner (James Smith), and Location (San Francisco). Below this is a table of 'Account Contacts' with columns for First Name, Last Name, Title, Partner Role, Email, and Phone. The right column displays a 'Level 1 Partner Enrollment Checklist' with a current status of 'MEMBER' and several items to be completed, such as 'Upload All Required Documents', 'Due Diligence & Credit Check', and 'Two Technical Credentials'.

Google Cloud Deloitte James Smith

Home Specializations Product Integrations

Introducing Cloud Text-to-Speech

Now including a selection of high-fidelity voices that people prefer over other text-to-speech technologies.

Learn More

Account Details
Company X + Follow Edit

Type	Phone	Company Website	Account Owner	Location
Customer Channel	650-221-2321	www.companyx.com	James Smith	San Francisco

Account Contacts

FIRST NAME ↓	LAST NAME ↓	TITLE	PARTNER ROLE	EMAIL	PHONE
Caleb	Pittman	Admin	Admin	kellie.jangosh@gutmann.name	825-585-6515
Harvey	Aguilar	User	User	gianni.jakubowski@yahoo.com	222-096-6440
Lettie	Bates	User	User	marvin.denesik@champlin.net	180-266-0504
Kevin	Díaz	User	User	russe.lalbin@crístina.name	817-381-0406
Bettie	Duncan	User	User	irma.abernathy@lauren.us	754-669-0871
Hattie	Barrett	User	User	iva_vonrueden@gmail.com	290-513-3792

Level 1 Partner Enrollment Checklist

Current Status: MEMBER

- Upload All Required Documents [View List Here](#)
- Due Diligence & Credit Check [View Additional Details](#)
- Two Technical Credentials [See Applicable Credentials](#)
- Two Business Credentials [See Applicable Credentials](#)
- Signature of Master Commercial Agreement [View Agreement](#)

02 Google Cloud

Implementing a Salesforce CRM system.

Case study available upon request

Overview

My team at Deloitte Digital was tasked with building the Google Cloud CRM tool for Google's Partner Program. I identified and communicated user needs, design options and system requirements to Google stakeholders in order to create a high value/low cost Salesforce experience.

Timeframe

7 months

Platform

Web (Salesforce)

Team

2 UX Designers
2 PMs

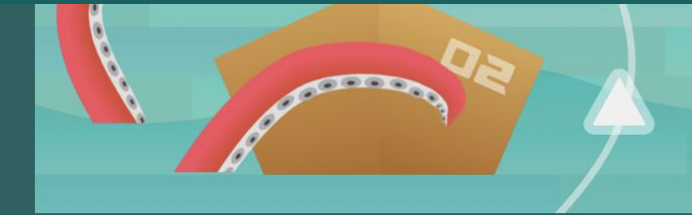
Client

Google

03 Tech Fluency

A gamified employee training tool for Deloitte's app store.

Case study available upon request



225

HINT FROM THE CAPTAIN

Stow it away for the next time this question comes around.

There are three types of cloud services:

- A **public cloud** is shared by many subscribing companies.
- A **private cloud** is dedicated and restricted to one company.
- A **hybrid cloud** mixes shared and dedicated components.
- An **extra fact** mixes to show how long hint content can scroll within the slide-up.

SHALLOW COVE
FINAL PASSAGE

DRAG & DROP

You only get one shot to answer each question.

425 YOUR HIGH SCORE | 525 LEADER HIGH SCORE

Think fast! This activity is timed.

PLAY



WELCOME ABOARD!

CAPTAIN'S ORDERS:
Navigate the Fluent Seas, and become Tech Savvy!

What is Tech Savvy?



FIRST CHALLENGE

1

You completed your first challenge!

BADGES

3/27 badges earned

- Maiden Voyage**
Complete your first challenge
ACHIEVED ON DEC 5, 2017
- Tempest Tested**
Complete your first timed challenge
ACHIEVED ON DEC 5, 2017
- Cloud Overview Officer**
Complete all Cloud Overview challenges
ACHIEVED ON DEC 5, 2017
- Digital Overview Officer**
Complete all Digital Overview challenges
- Analytics Overview Officer**
Complete all Analytics Overview challenges



03 Tech Fluency

A gamified employee training tool for Deloitte's app store.

Case study available upon request

Overview

I collaborated with my team to research, design, and test a game-based employee training tool in order to help Deloitte employees identify and frame client business needs in the technology space.

Timeframe

4 months

Platform

iOS & Android

Team

1 UX Designer
1 Visual Designer
1 Game Designer
2 PMs

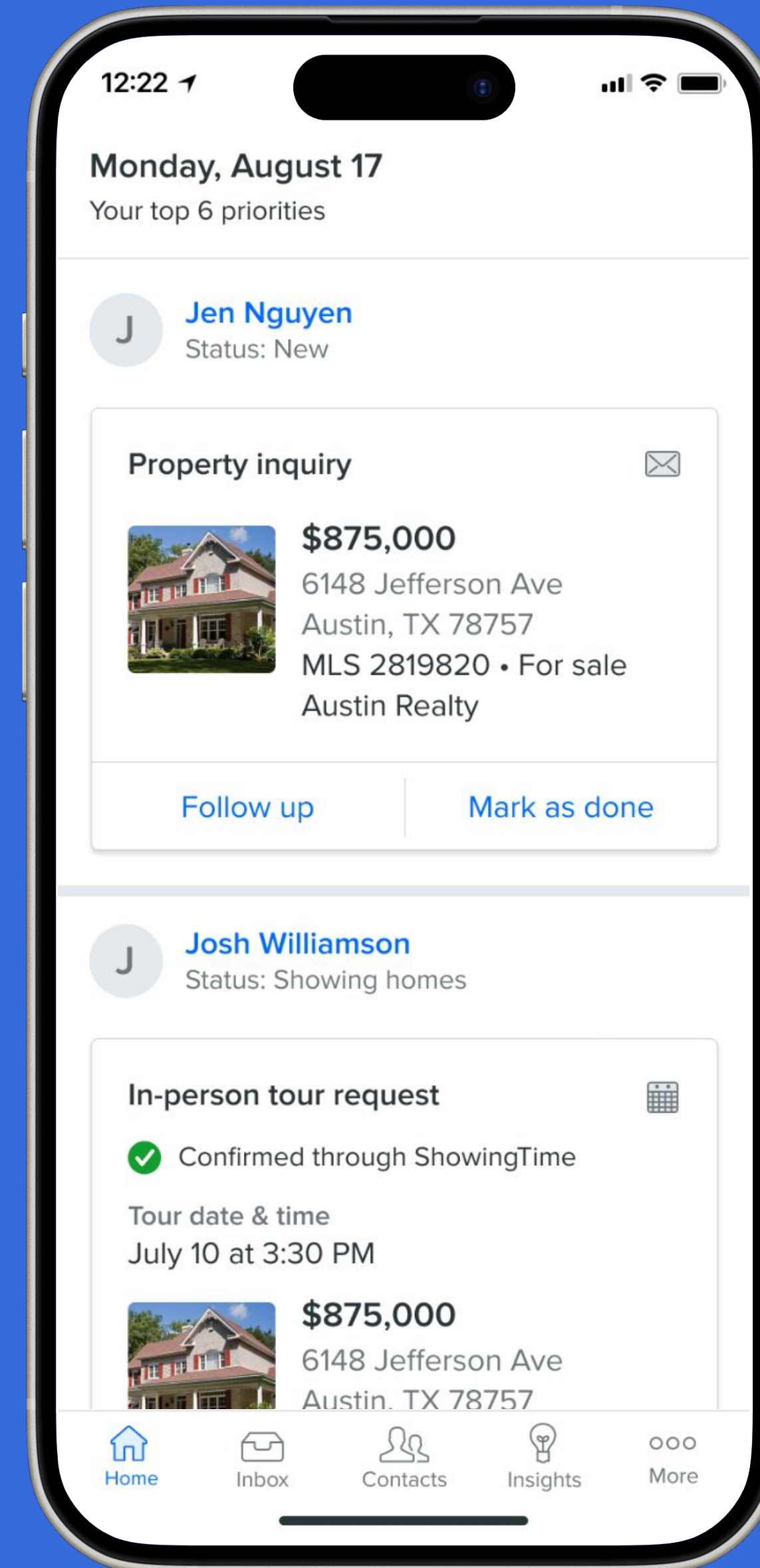
Client

Deloitte University

04 Zillow

Home screen build for the Premier Agent app.

Case study available upon request



04 Zillow

Home screen build for the Premier Agent app.

Case study available upon request

Overview

Design lead of a 0 → 1 build of the app's Home screen aimed to improve visibility of client engagement opportunities. Increased client-to-transaction conversion rate by 13%.

Timeframe

6 months

Platform

iOS & Android

Team

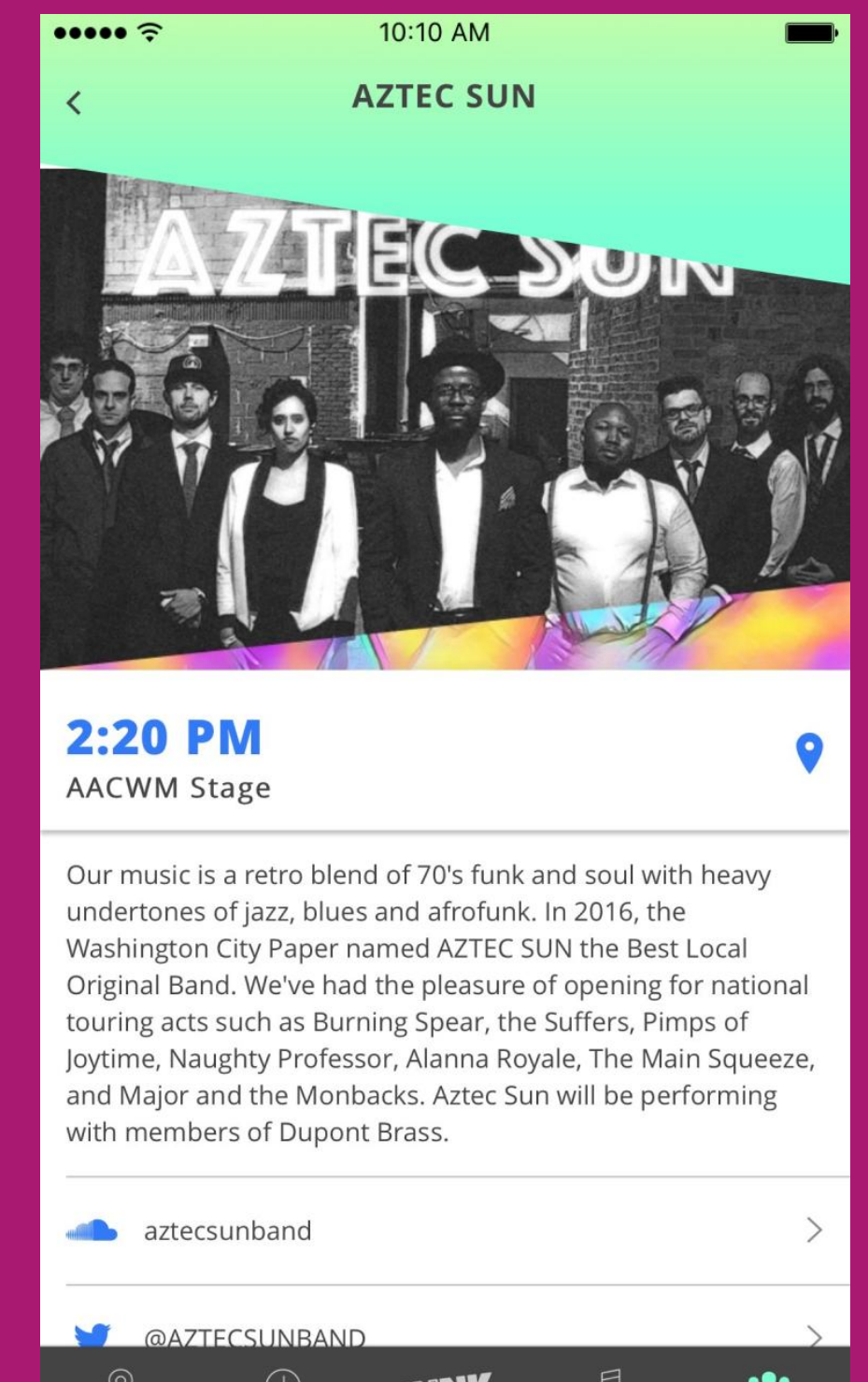
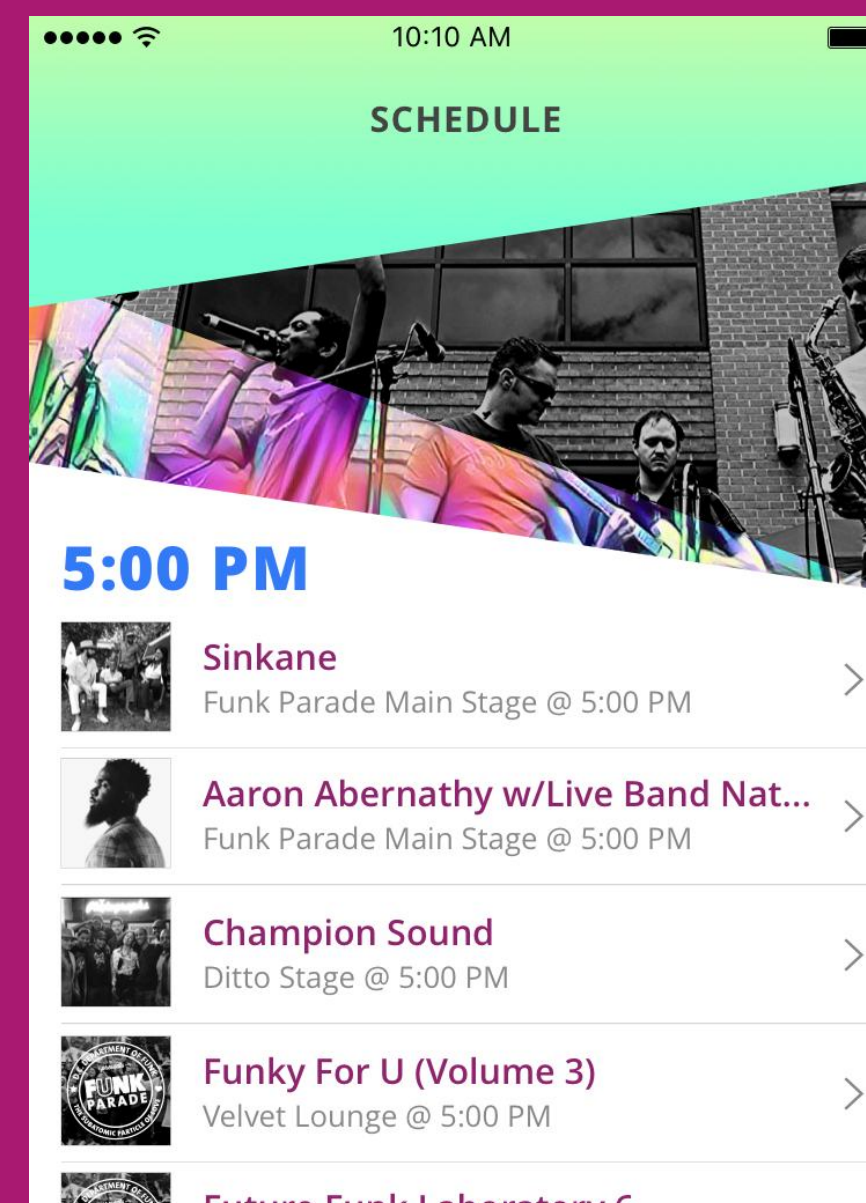
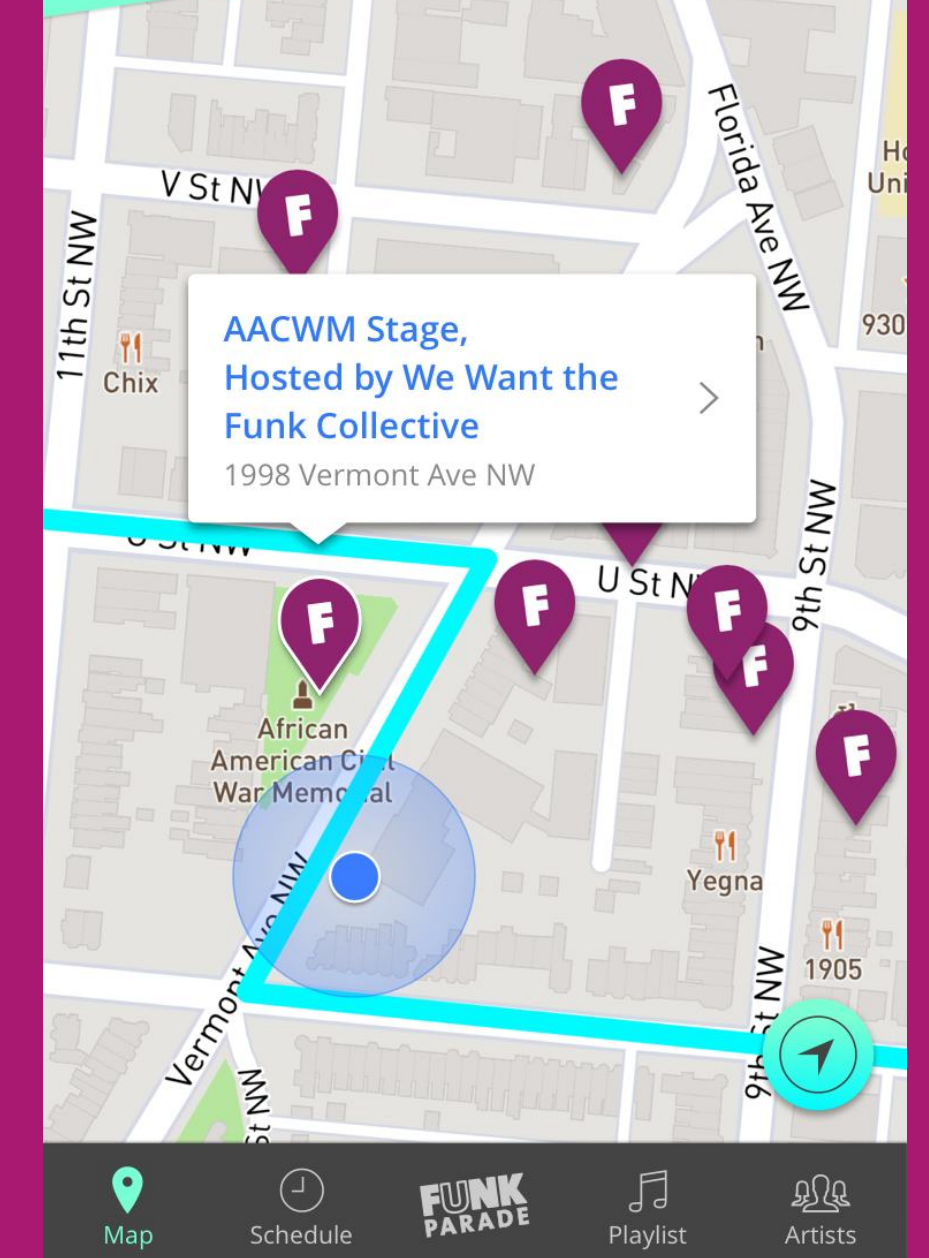
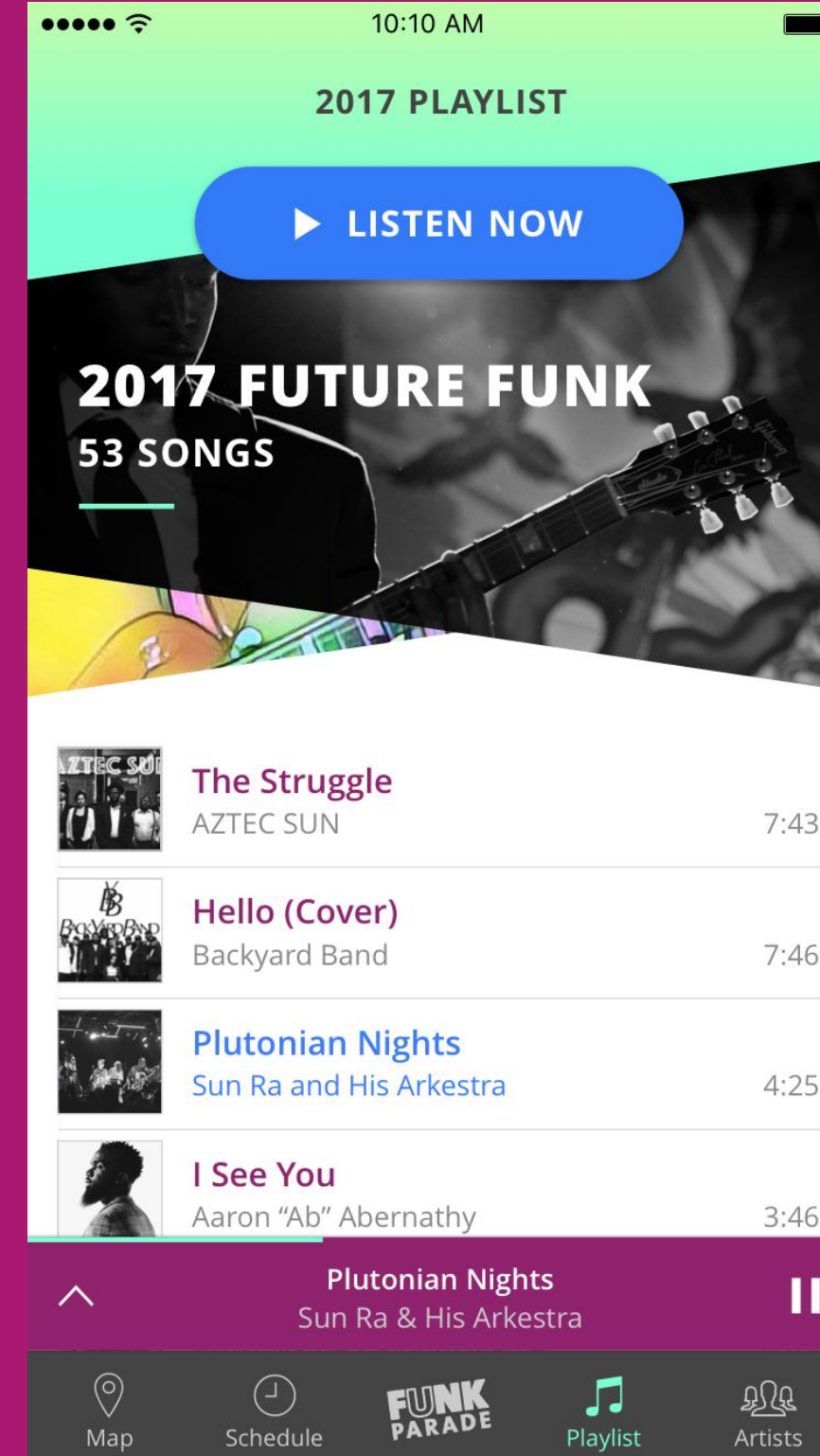
2 Product Designers
1 Researcher
1 Content Designer
1 PM

Stakeholders

4 Engineers
1 UX Manager
1 Eng. Director
1 Prod. Director

05 DC Funk Parade

Delivering music to the masses for DC's annual funk parade.



05 DC Funk Parade

Delivering music to the masses for DC's annual funk parade.

Overview

The funk sisters and brothers of Deloitte Digital teamed up for a pro bono project to make a 0 → 1 build of a festival app for DC's annual Funk Parade. As one of two UX designers, I led a collaborative design session with developers and visual designers to spark ideas and agree on the app's IA and content. We strategically designed features like a SoundCloud artist playlist and an interactive map showing stage locations and their set times.

Timeframe

1 month

Platform

iOS & Android

Team

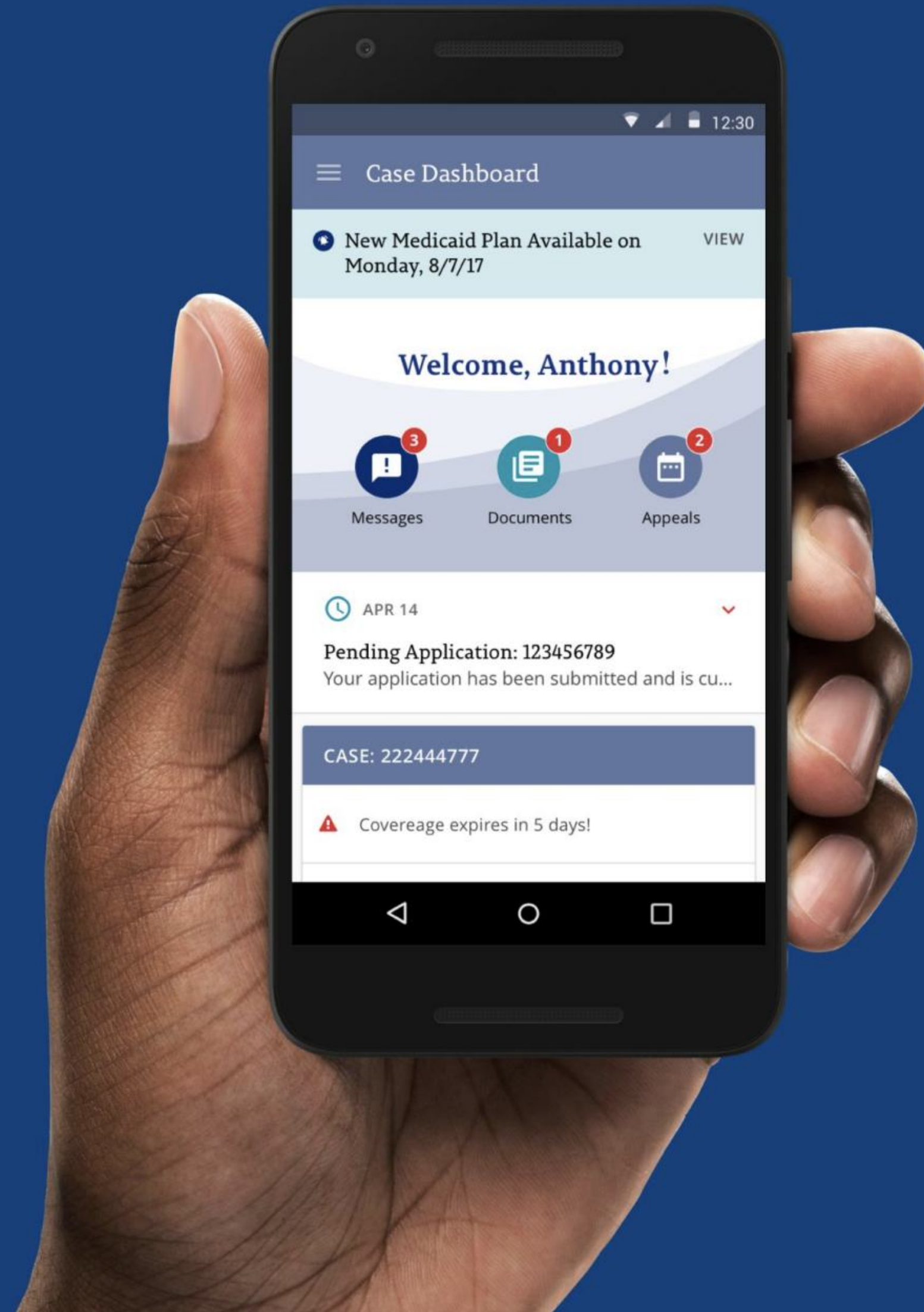
2 UX Designers
1 Visual Designer
5 Engineers

Client

Funk Parade

01 TennCare

Digitizing the Medicaid enrollment process.



01 TennCare

Digitizing the Medicaid enrollment process.

Overview

As a member of the Public Sector Services team at Deloitte Digital, I was assigned to work with the State of Tennessee to build a 0 → 1 mobile app that allowed for account signup, enrollment verification, messaging, document upload, and case management.

Timeframe

3 months

Platform

iOS & Android

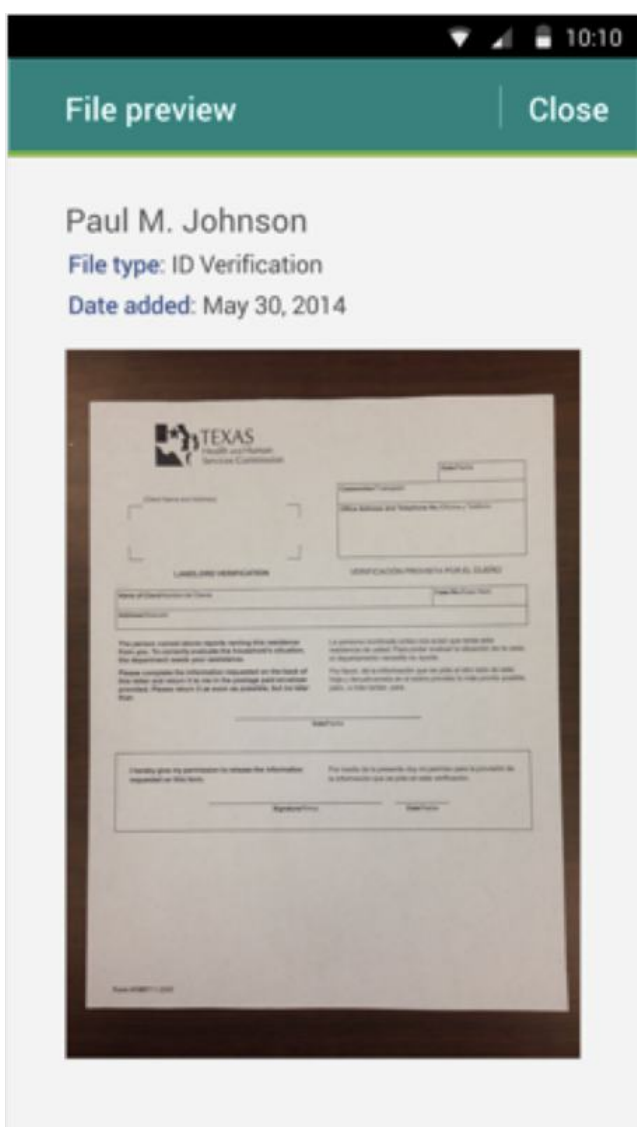
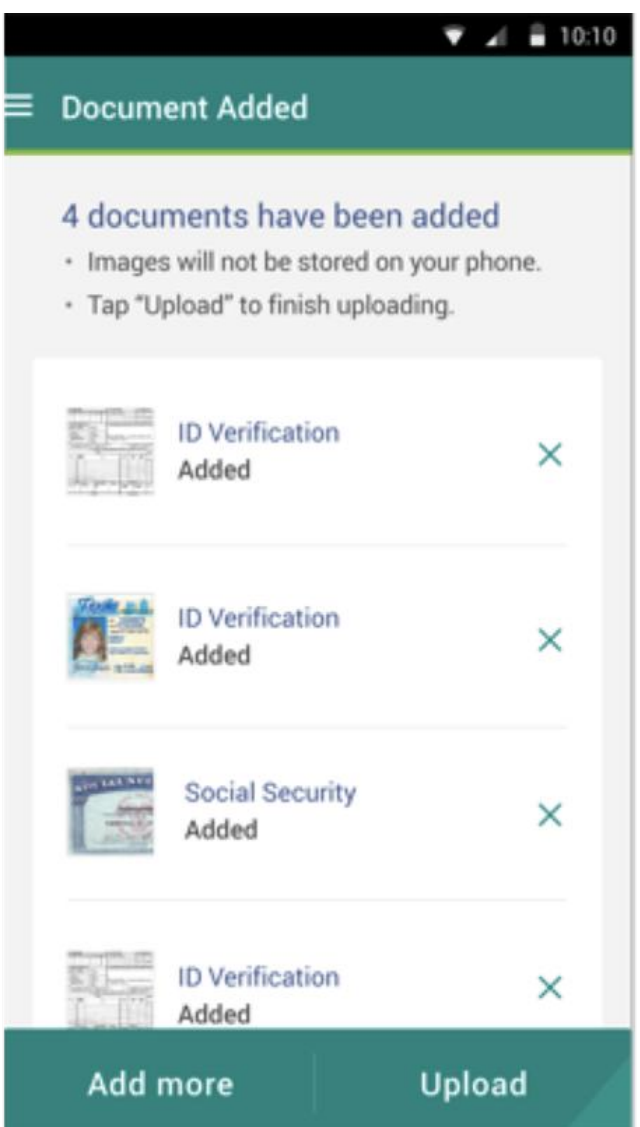
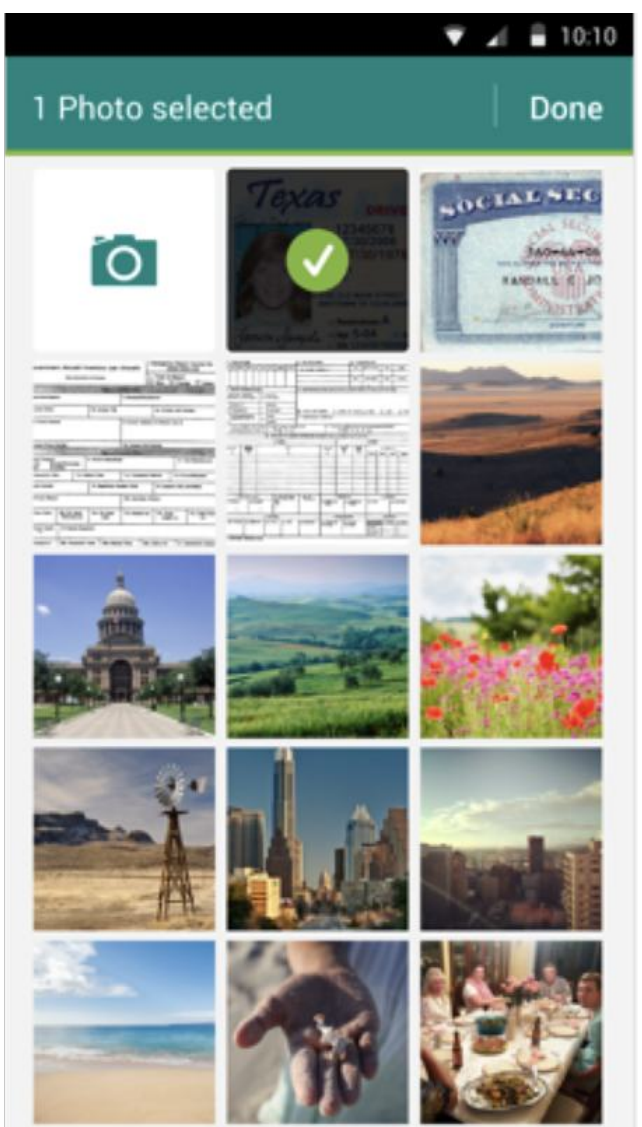
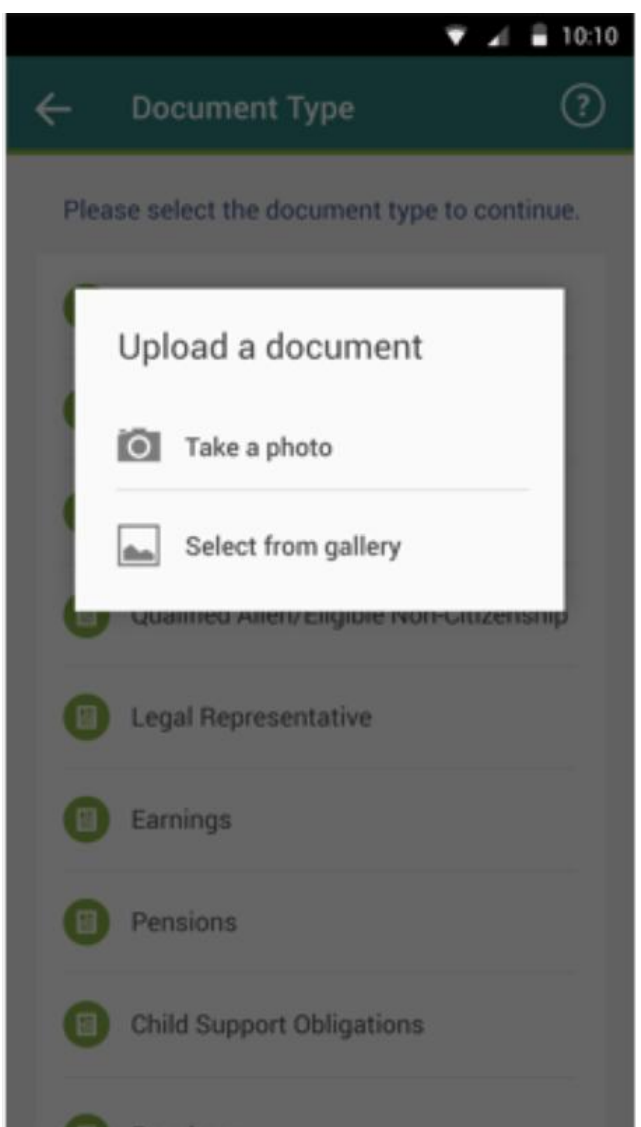
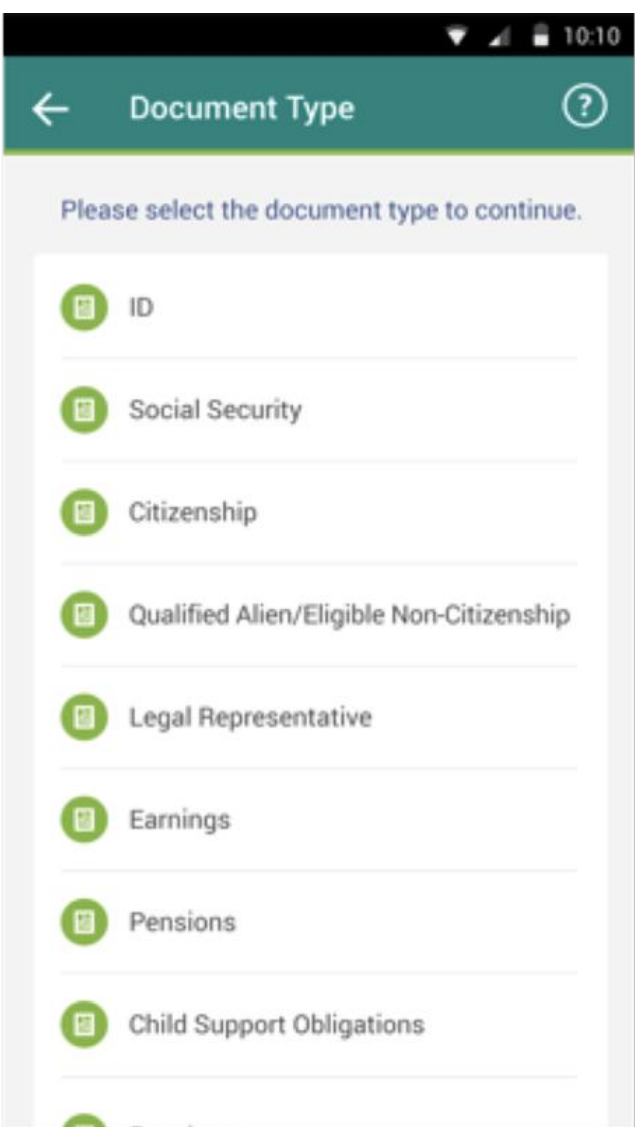
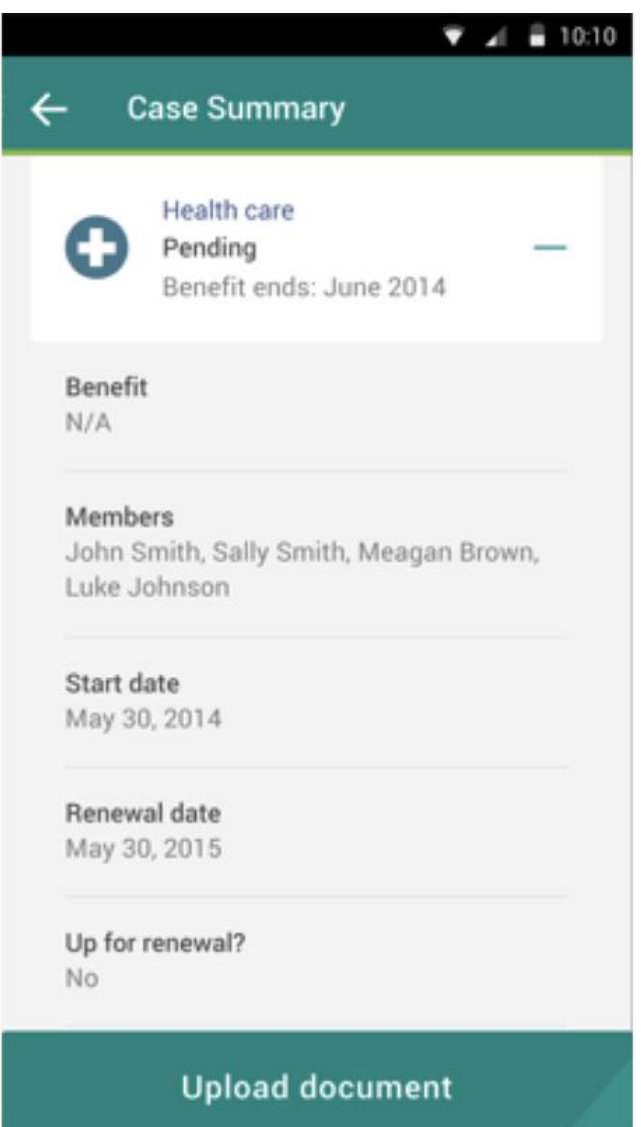
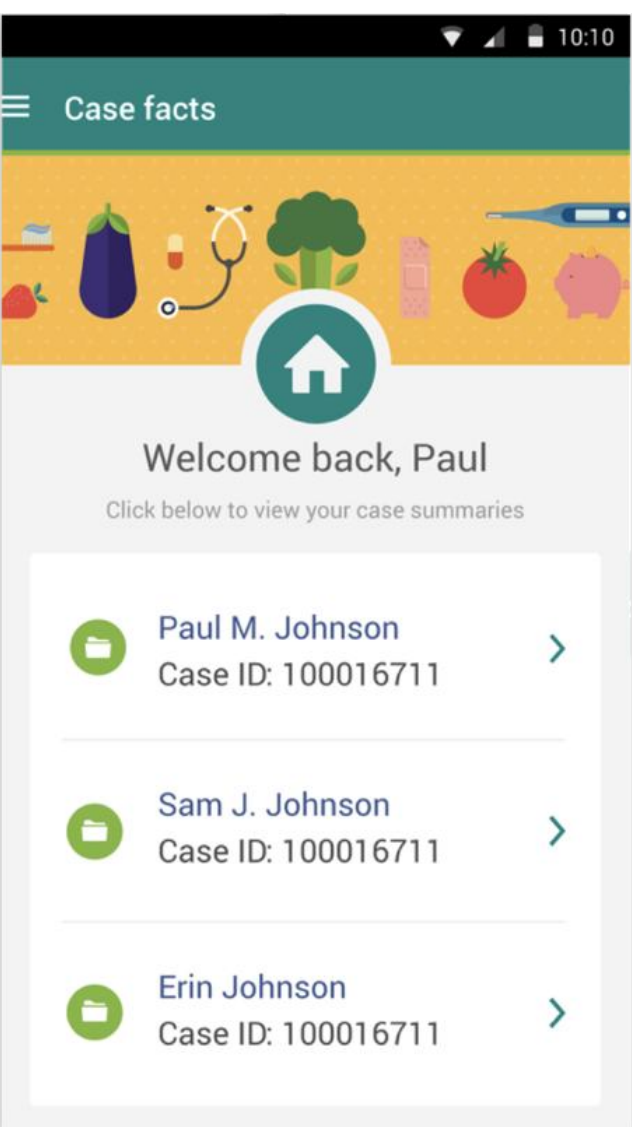
Team

1 UX Designer
1 Visual Designer
2 PMs

Client

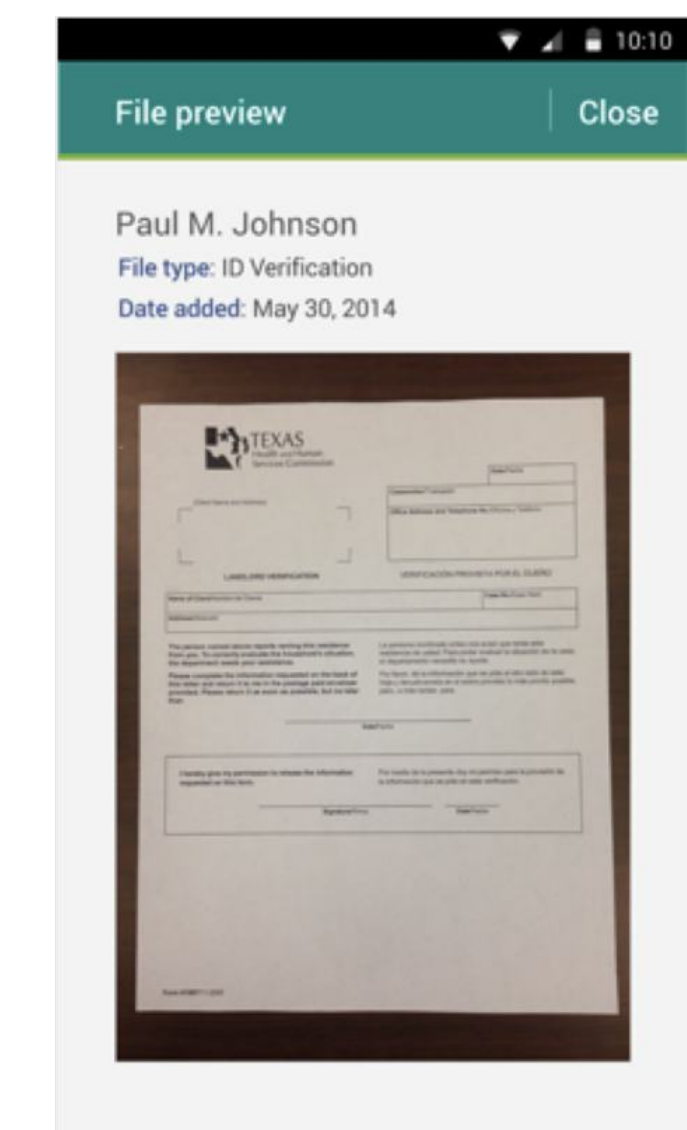
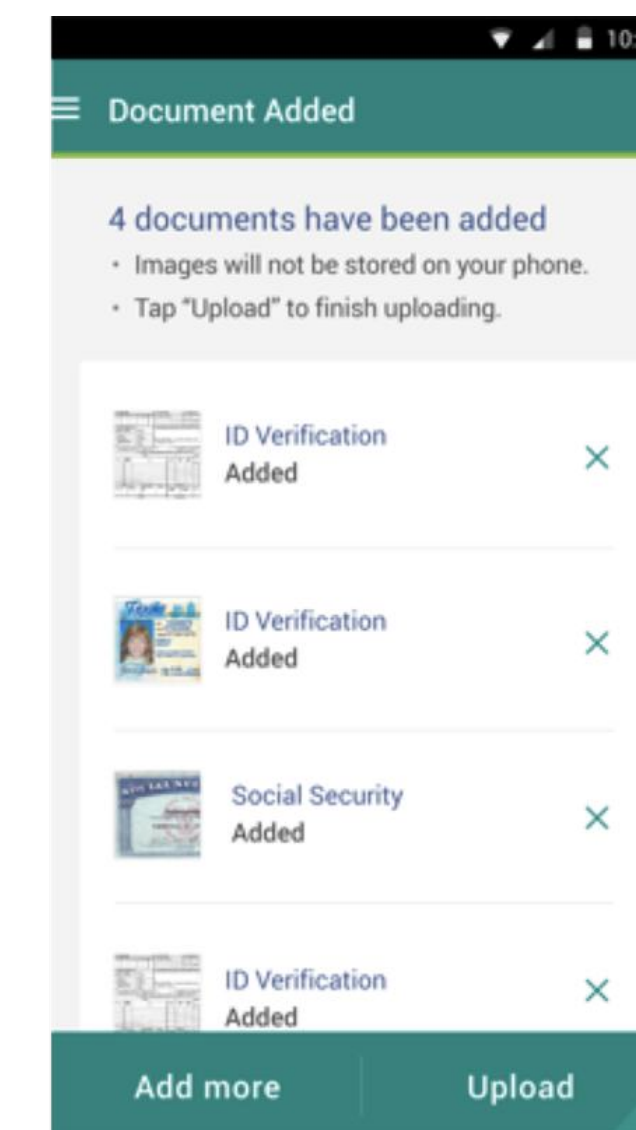
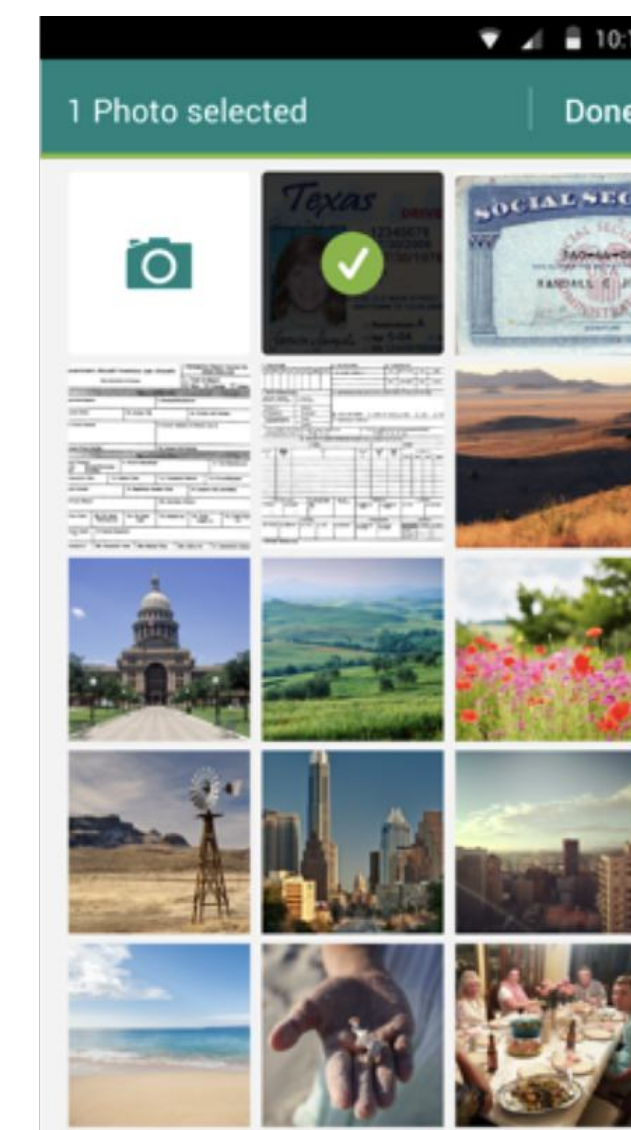
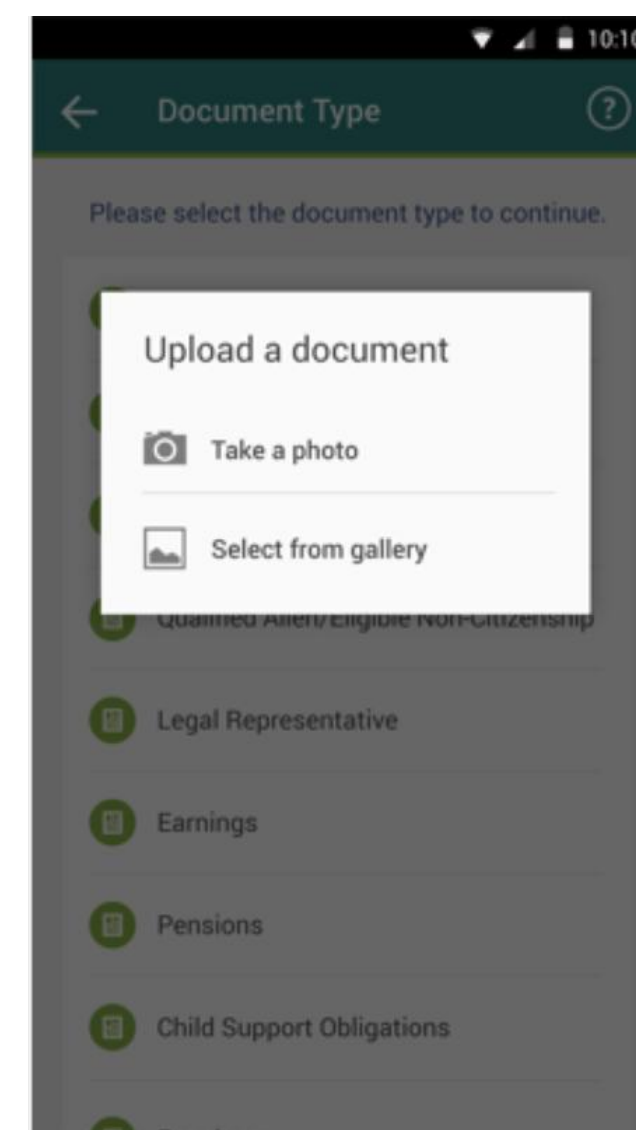
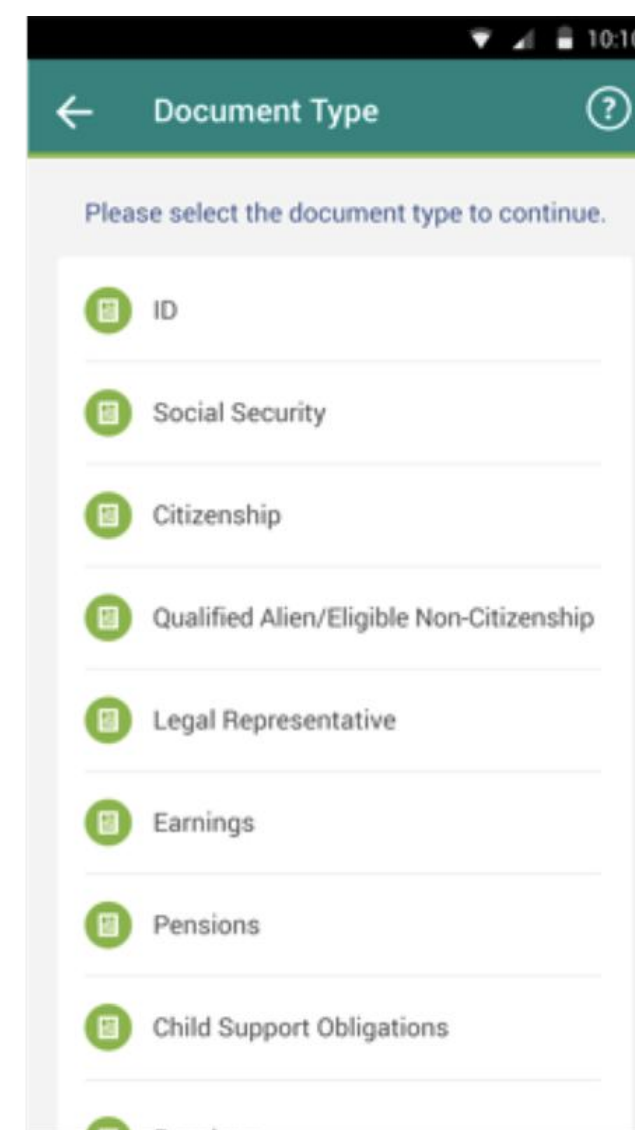
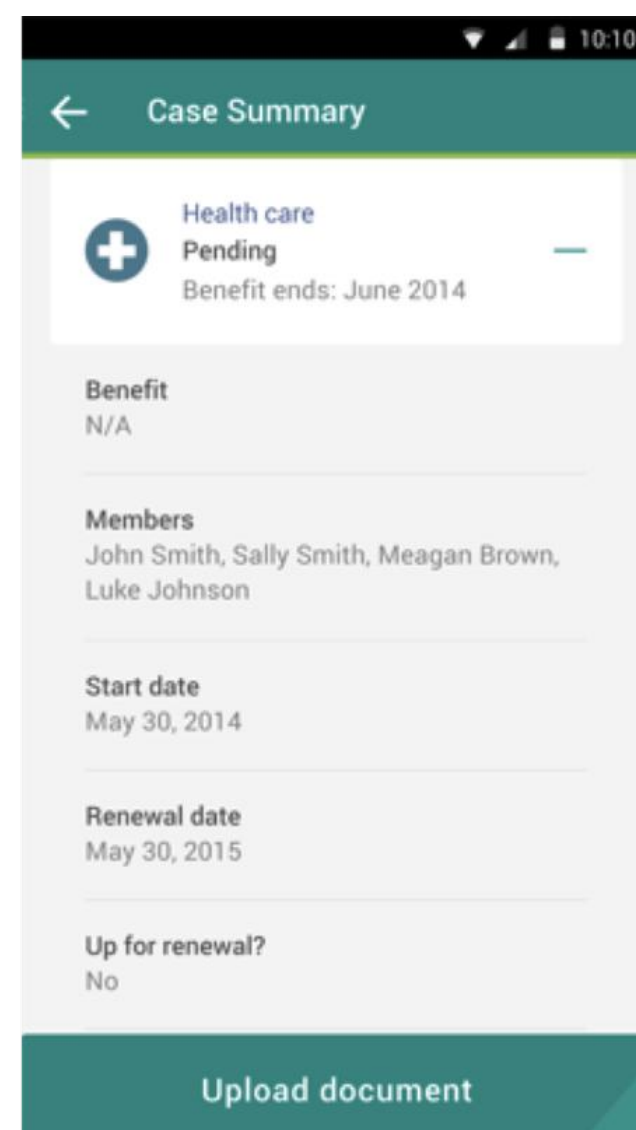
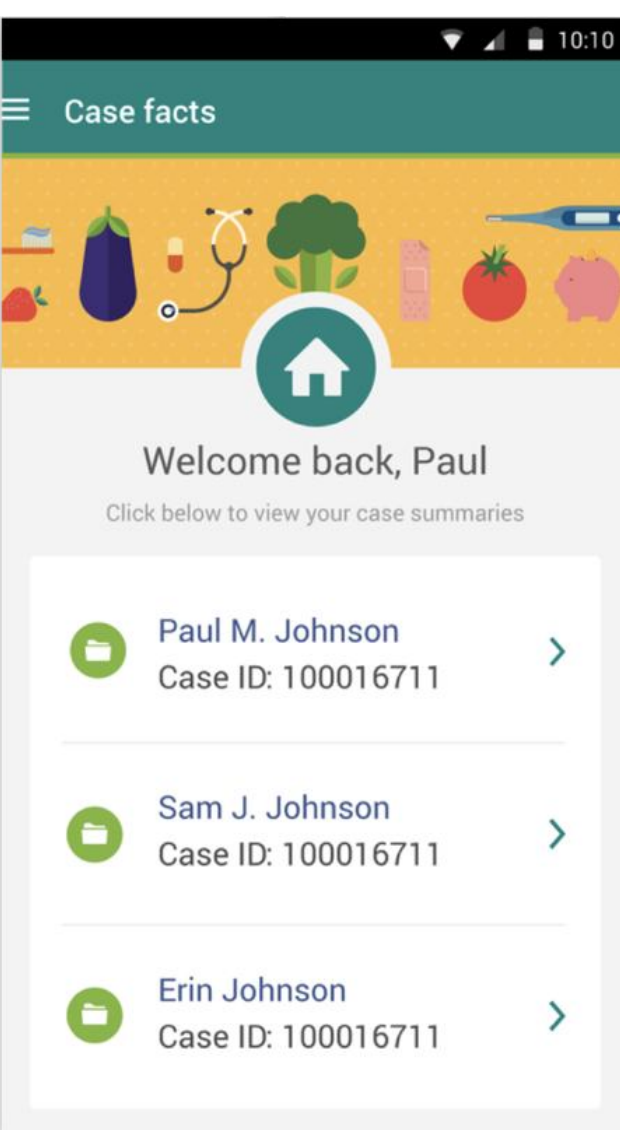
State of Tennessee

The team conducted a heuristic analysis of the latest version of the app being used by Texas and multiple usability issues were found – **particularly in the account sign up and document upload flows.**



Previous version of mobile app.

These usability issues had a direct correlation with **qualified applicants being denied coverage** as well as an increase in help-desk calls related to account set up and enrollment.



Previous version of mobile app.

ACCOUNT SIGN UP

Problem

The legacy experience utilized by other states allowed users to create an account even if they had not yet enrolled in Medicaid or misunderstood their enrollment status. Users completed step after step, assuming all was well, until they were prompted to link their cases via SSN. Confusion and frustration would cause users to call the state office which would increase the workload of caseworkers.

Solution

1. Early account verification
2. Fewer prompts per screen
3. Progress indicators
4. Plain language and warm voice

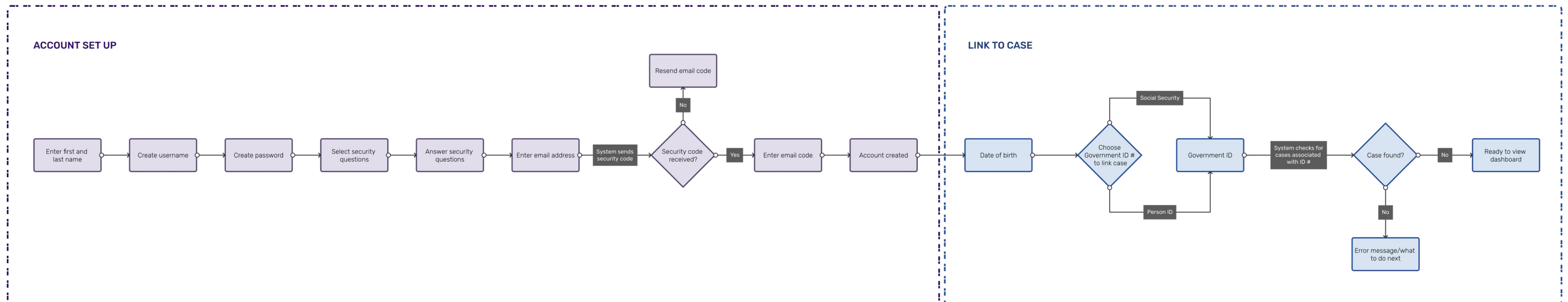
Success Metrics

Decrease in number of help-desk calls related to online account set up.

ACCOUNT SIGN UP

Early account verification

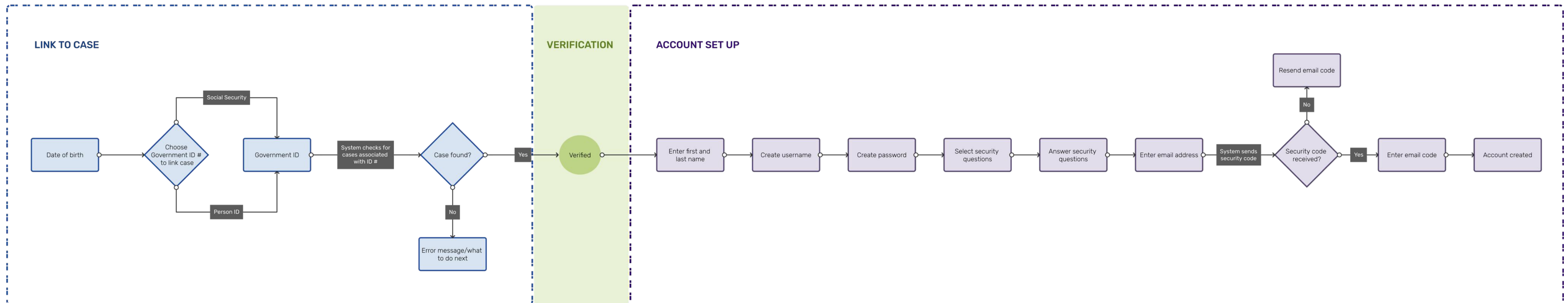
Before



ACCOUNT SIGN UP

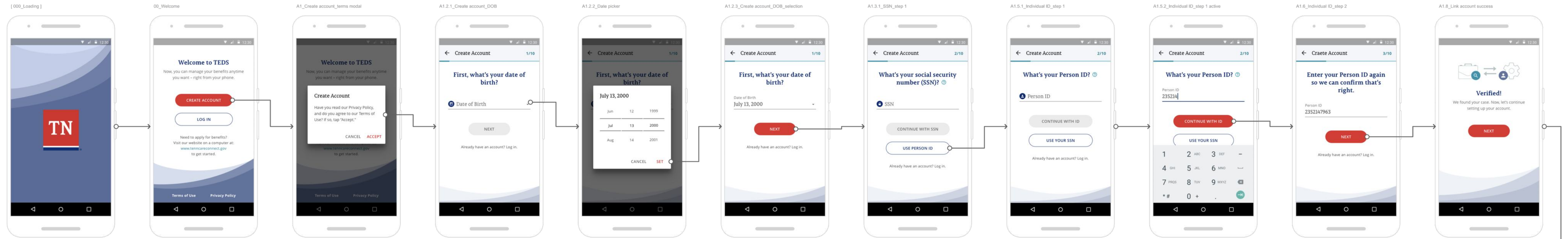
Early account verification

After

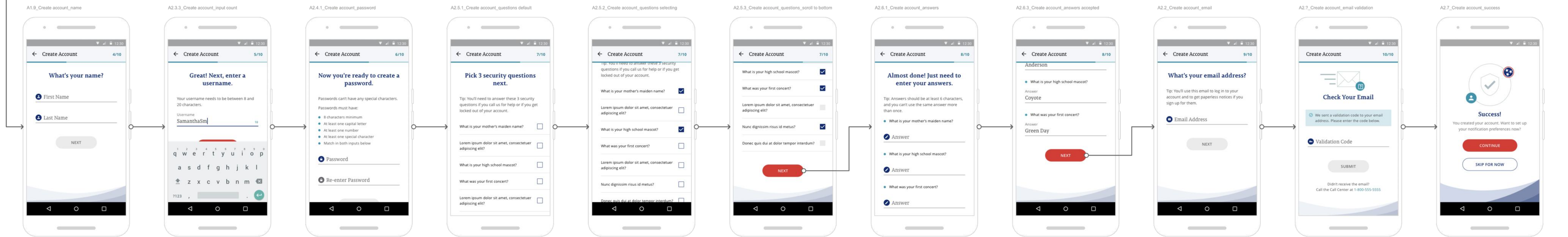


ACCOUNT SIGN UP

Early account verification

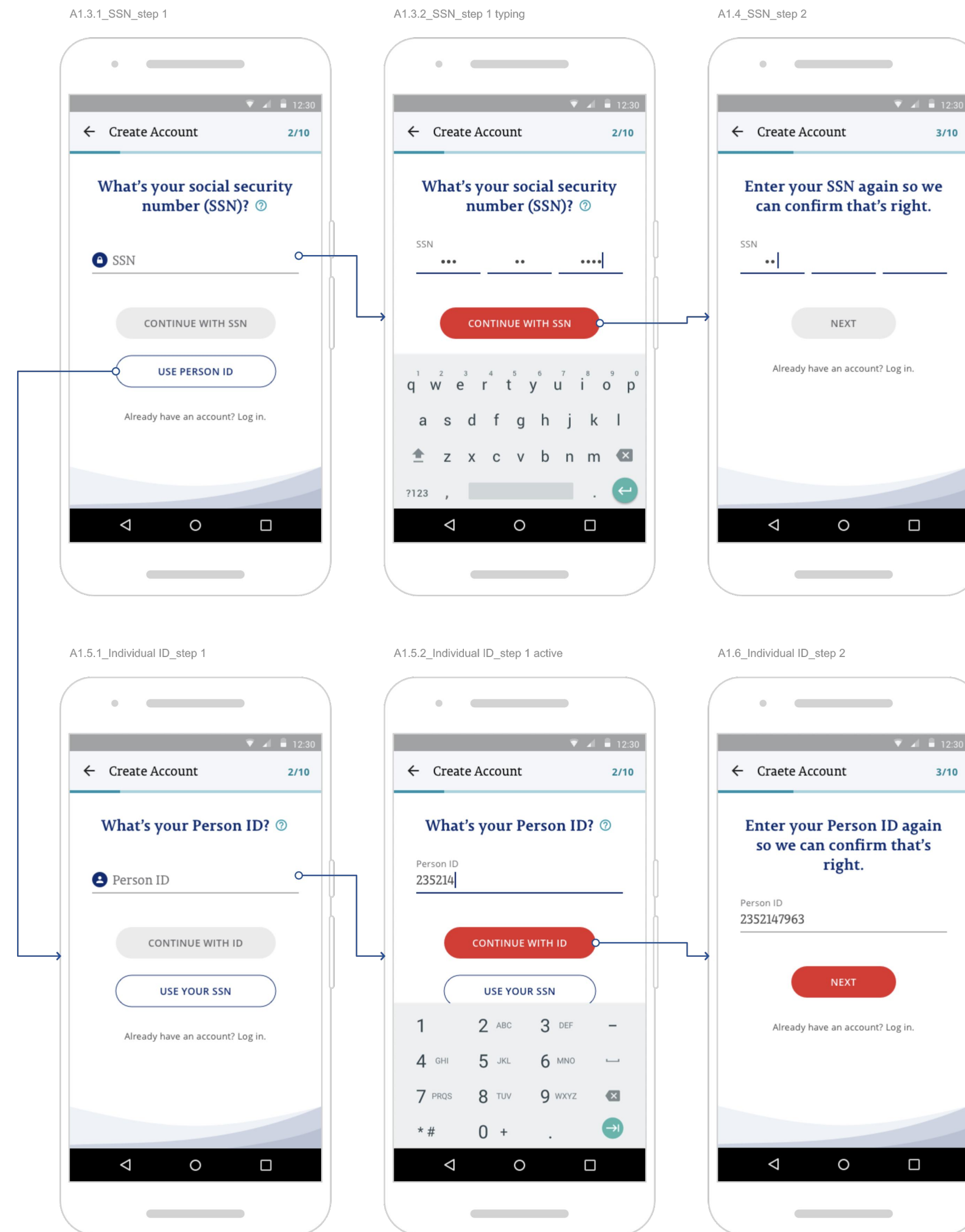


VERIFIED



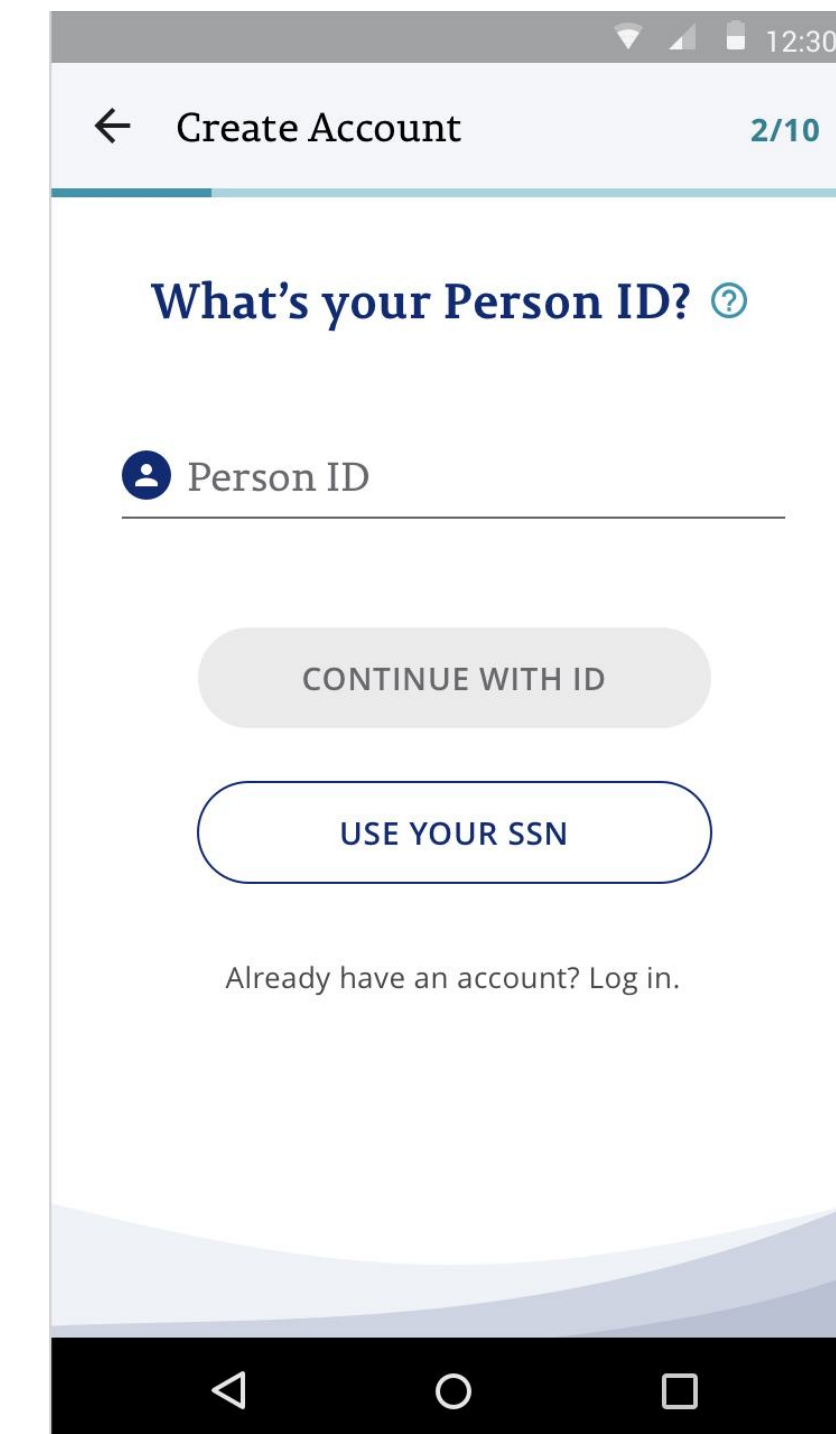
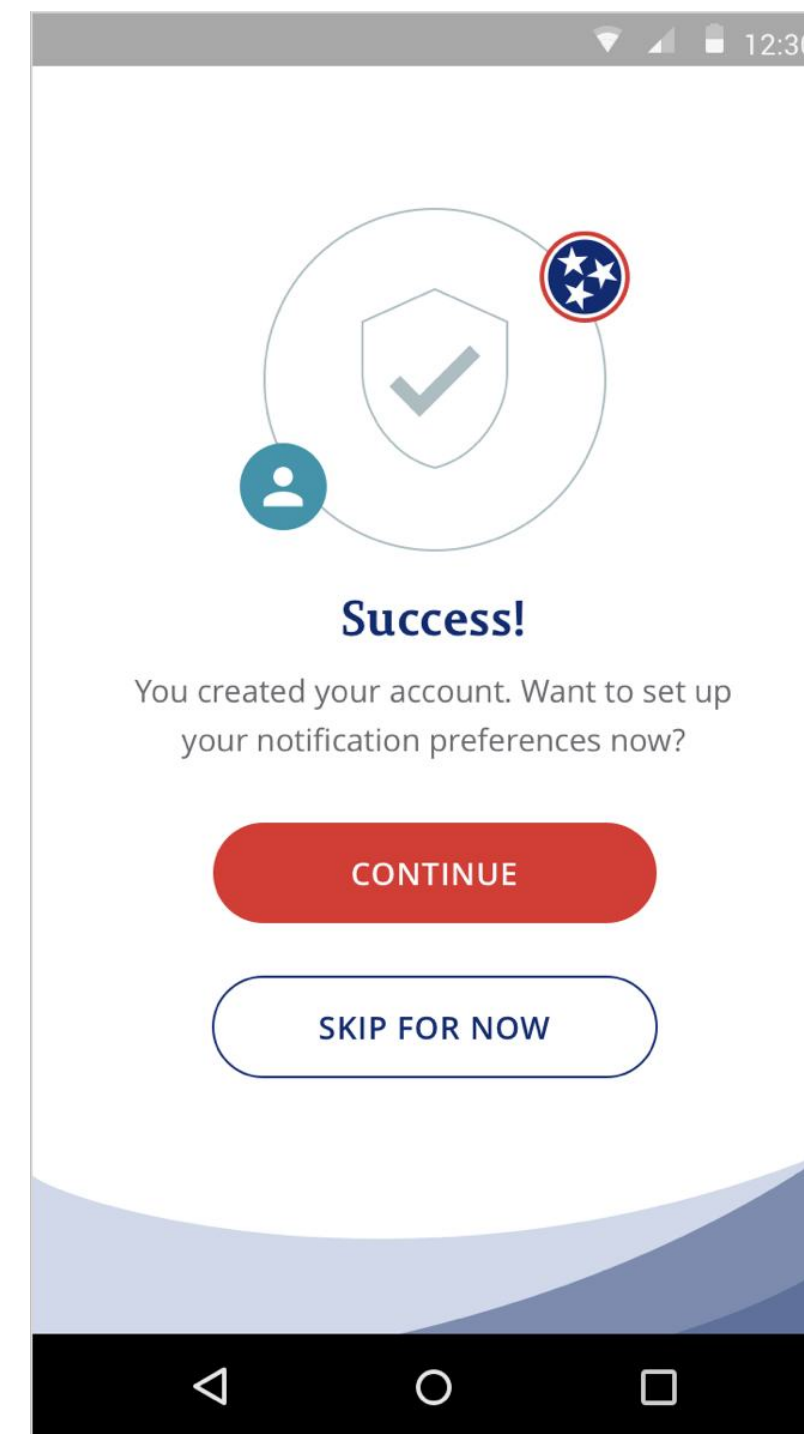
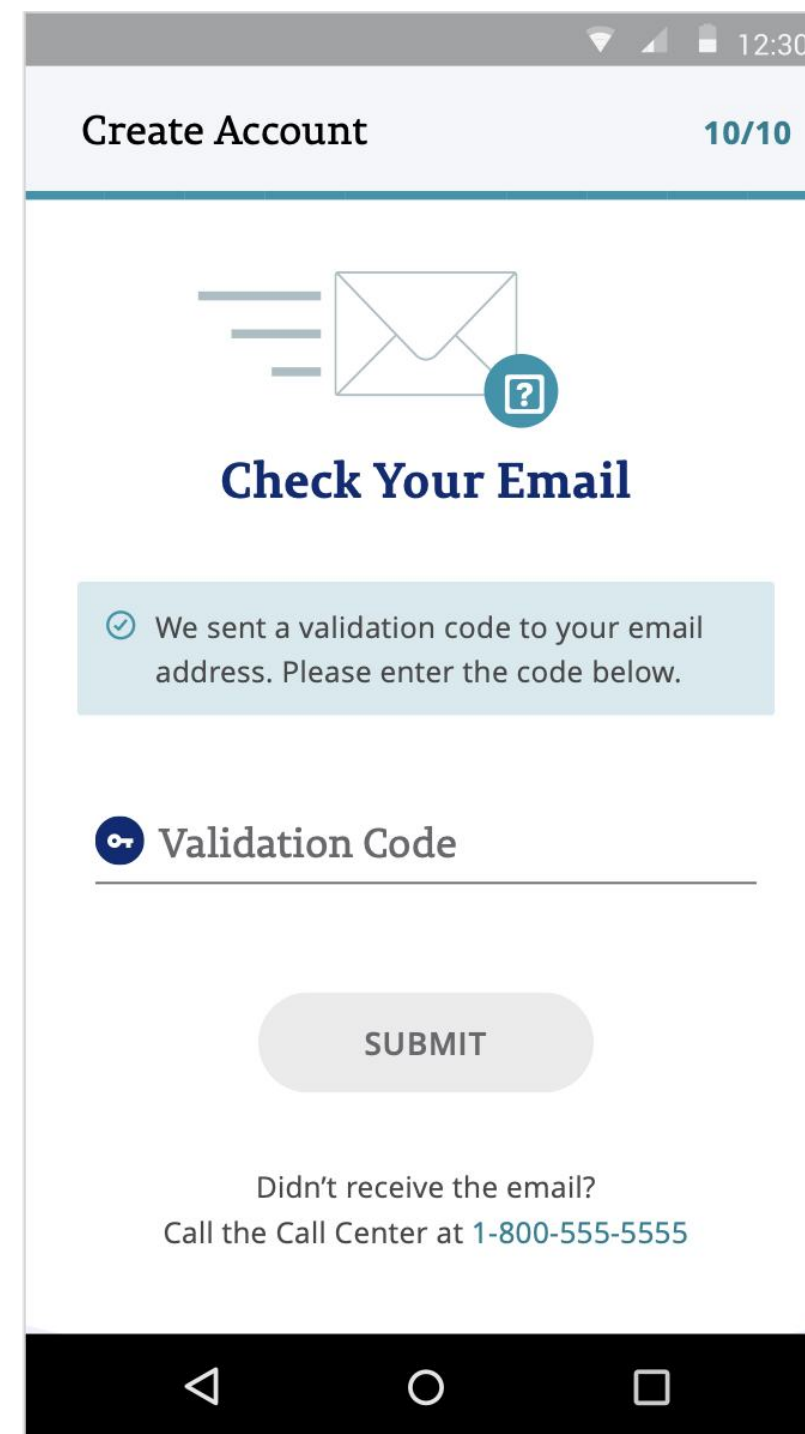
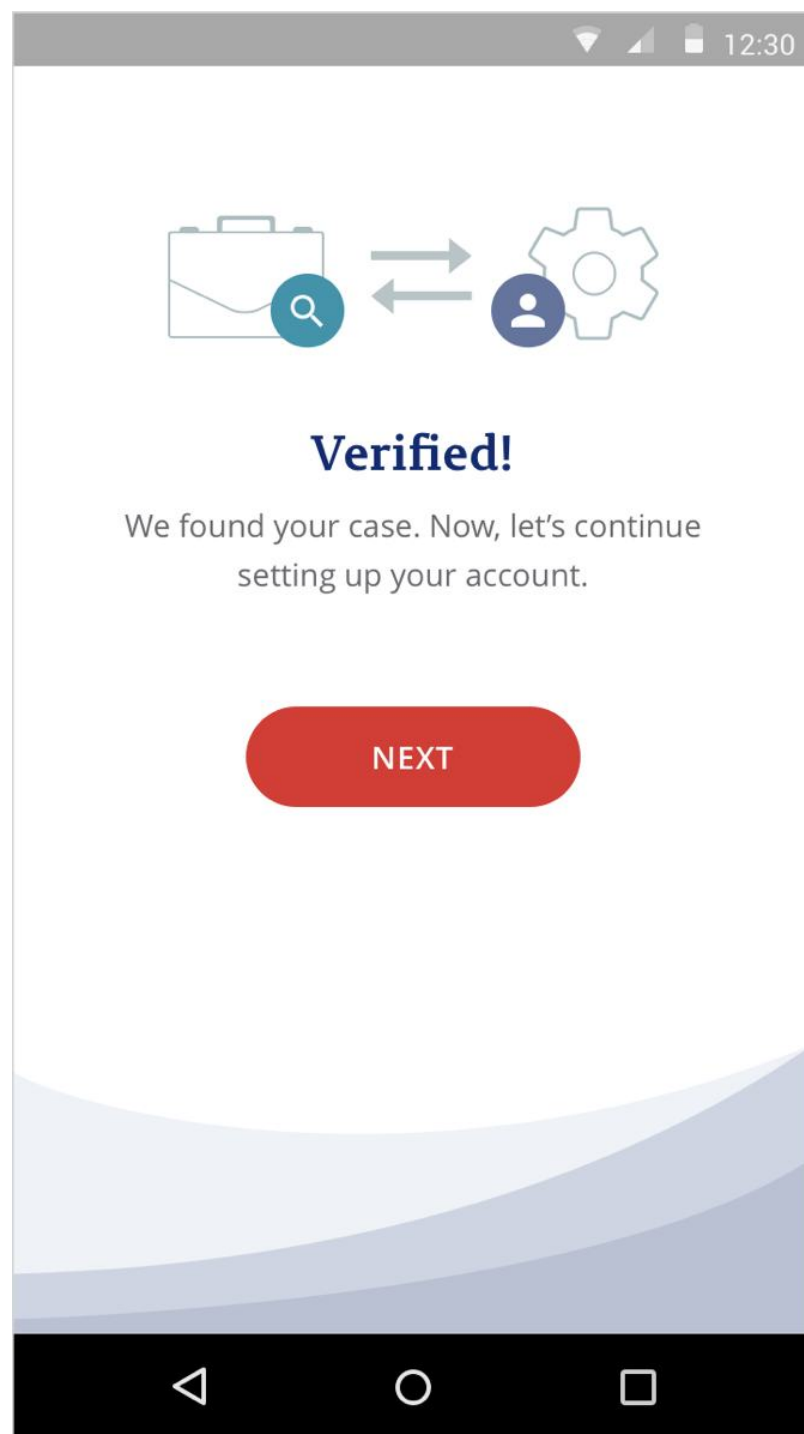
ACCOUNT SIGN UP

Fewer prompts per screen



ACCOUNT SIGN UP

Progress indicators



DOCUMENT UPLOAD

Problem

The existing document upload functionality was cumbersome, requiring users to go through a three-step flow for every page that needed to be uploaded. Due to the system's inability to consolidate individual pages of a single document together, this significantly increased the workload for the case workers as they would need to open several files to verify a single document type. Analytics showed that applicants who submitted docs through the app were 12% less likely to be approved for assistance vs. those who applied in person.

Solution

1. Reconfigure IA to bring more visibility to feature.
2. Redesign document upload flow to meet latest UI standards.

Success Metrics

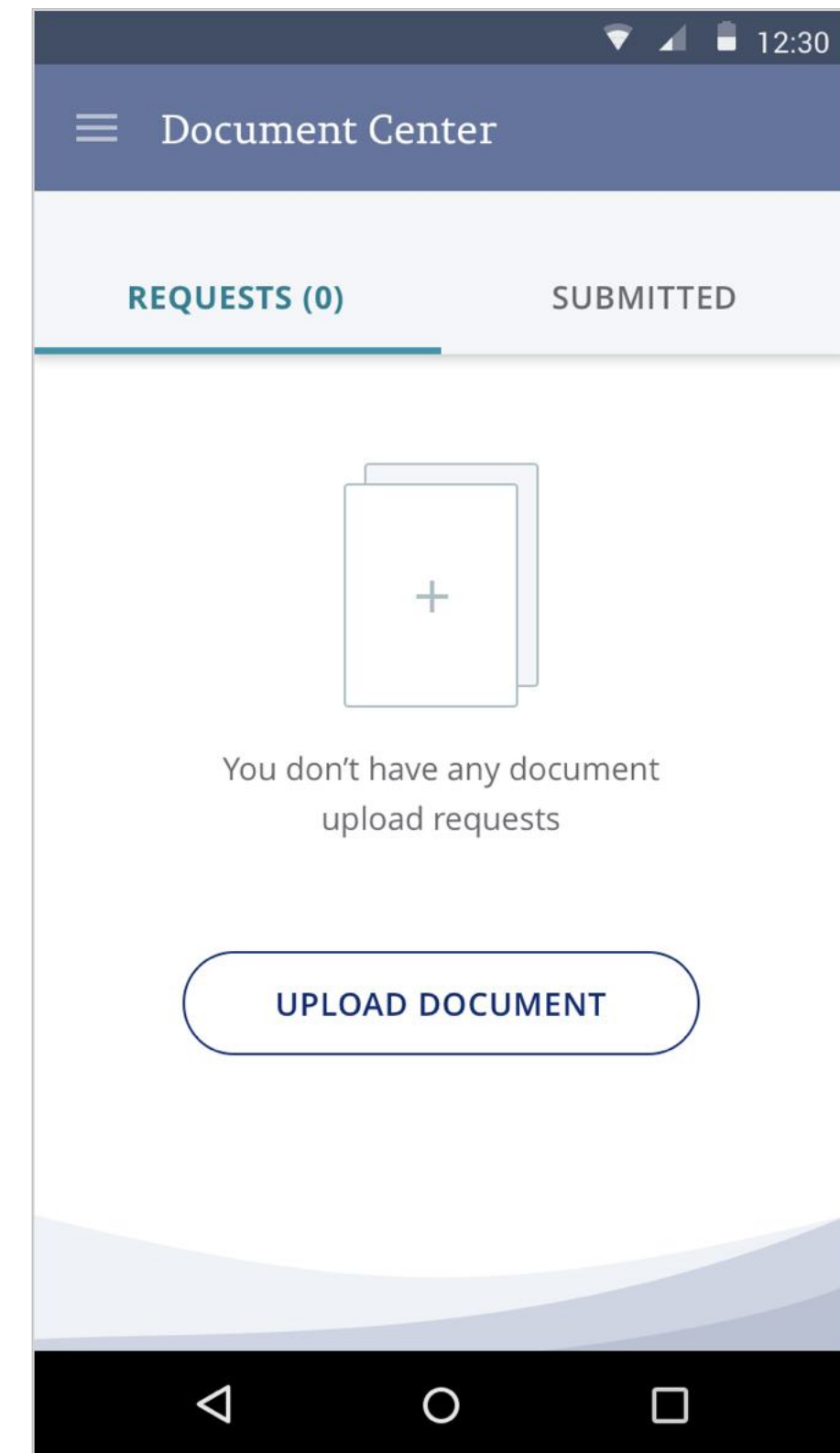
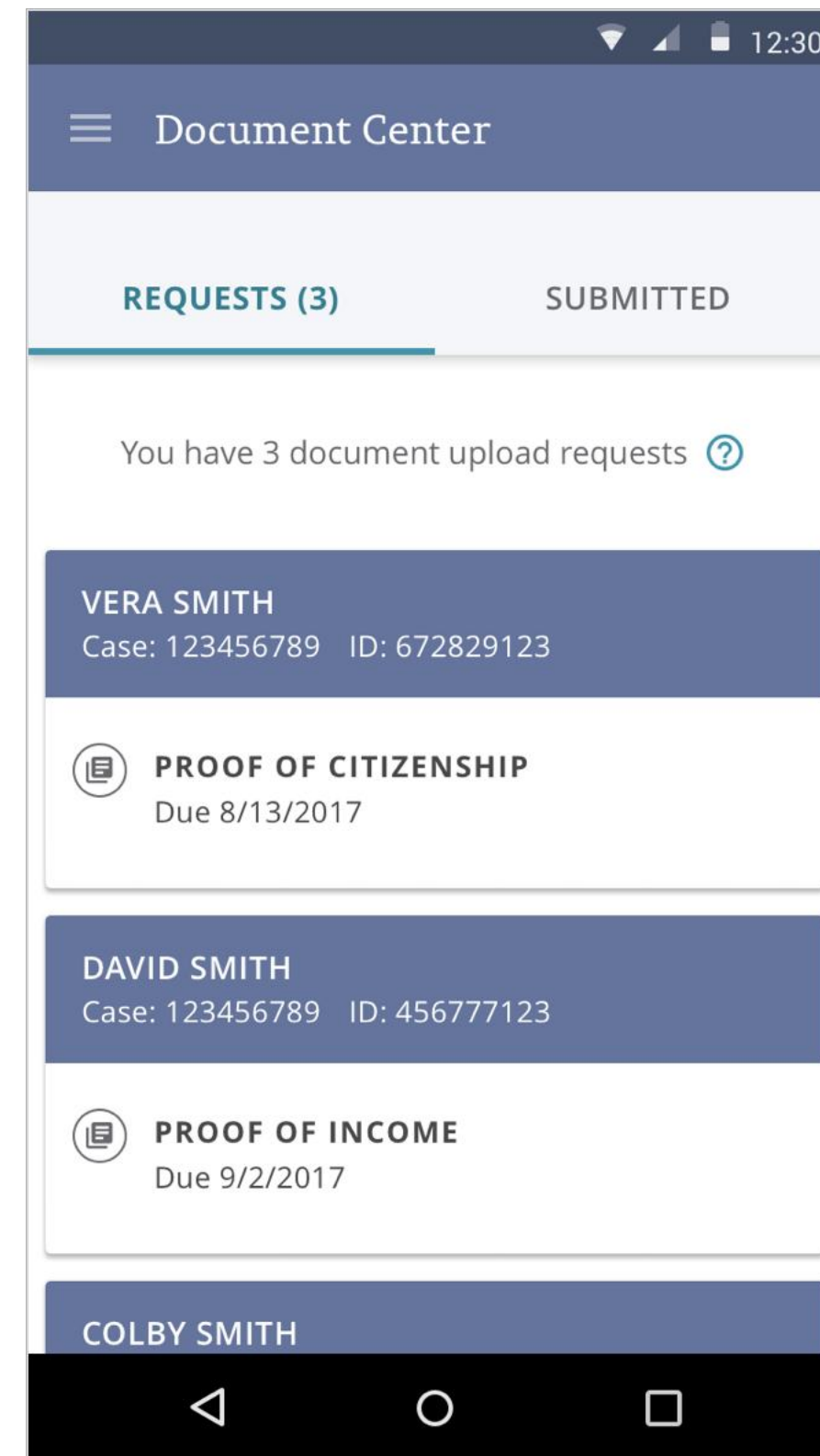
Decrease % of rejection based on documentation issues.

DOCUMENT UPLOAD

Redesign

As a user, I should be able to:

Upload unrequested documents in addition to requested documents.



DOCUMENT UPLOAD

Redesign

As a user, I should be able to:

Upload more than one document type.

ex: proof of US Citizenship requires 2 forms of ID

Select Document Types

Select the document type(s) you will upload in support of Proof of Citizenship:

Adoption Papers	<input type="checkbox"/>
Birth Certificate	<input checked="" type="checkbox"/>
Certificate of Naturalization	<input type="checkbox"/>
Certificate of US Citizenship	<input type="checkbox"/>
Citizenship ID Card	<input type="checkbox"/>
Hospital Record of US Birth	<input type="checkbox"/>
Military Record of Service	<input type="checkbox"/>
Passport	<input checked="" type="checkbox"/>
Report for Birth Abroad	<input type="checkbox"/>

NEXT

Submit Documents CANCEL

Upload all documents for this proof, then submit for review.

PROOF OF CITIZENSHIP

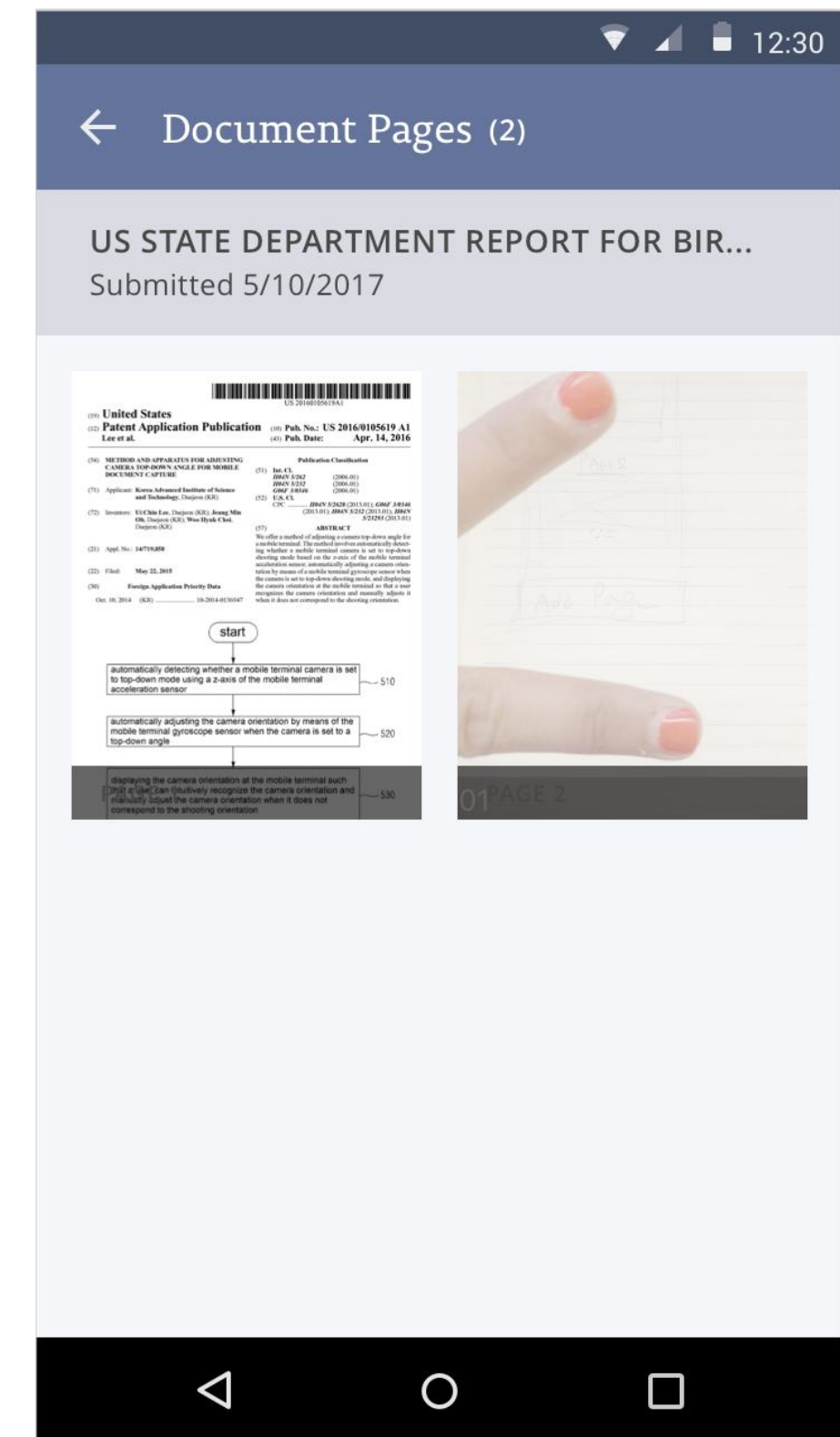
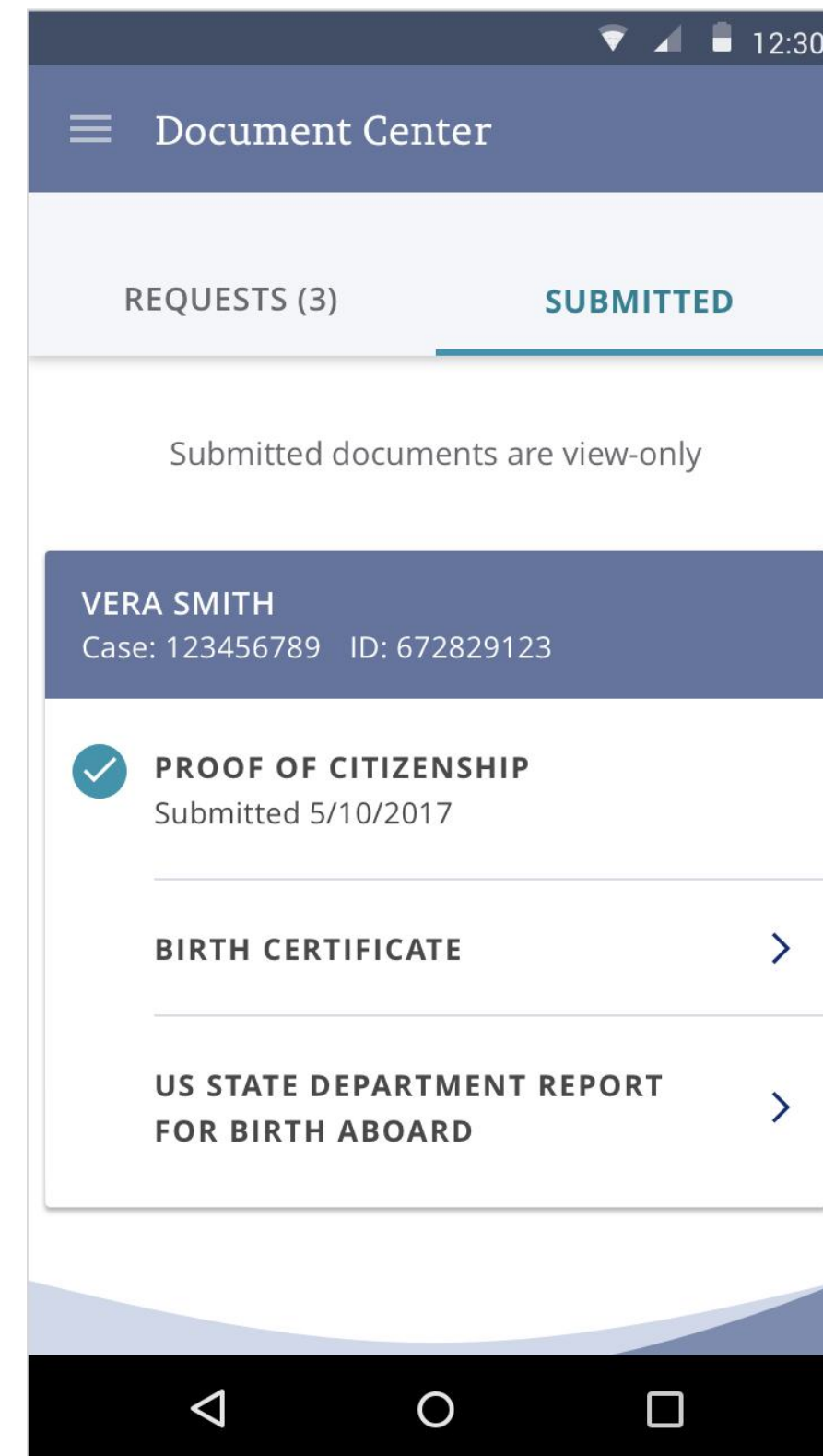
Birth Certificate	↑
Passport	↑

+ Add a document to this proof

SUBMIT

DOCUMENT UPLOAD Redesign

As a user, I should be able to:
See the status of submitted documentation.



Metrics

17% decrease in workload for case workers.

Outcome

Since its release in 2019 the app has been downloaded over 1 million times and continues to be an integral tool in connecting low-income Tennesseans with government assistance programs.