



CareSource[®]

Design Portfolio

A Journey of My Recent Work

Jonny Butler

Overview

UX/UI Designer & Lead Champion of UX/UI

Skillset *not limited*

- Product Strategy & Design
- UX/UI Iterative Loop
- Usability Testing & Interviews
- Research Methods
- Prototyping & Modeling
- Animation
- Graphic Design
- Branding

Tools *not limited*

- Pencil & Paper
- Sketch, Figma
- Adobe CC
(Photoshop, Illustrator, InDesign, AfterEffects, XD)
- Prototyping
(InVision, Principal, HTML/CSS/JS, Xcode, Storyboard, Keynote)

Joining CareSource in 2014, I was brought on to deliver improved UX/UI design for web and mobile applications. These apps support Medicare, Medicaid & Marketplace health care plans. As a designer with development experience, I brought a fresh UX/UI perspective to the team. CareSource has 4K+ employees, with 400+ IT professionals and a matured Agile (SAFe®) practice. However, no common dialog for UX & Human-Centered Design disciplines existed.

Early 2015, I began to implement an end-to-end iterative design loop and drive cross-application consistency to address the issue. In turn, I started championing UX & Human-Centered Design within my IT org, across multiple departments, business partners & C-level. I spearheaded initiatives to place higher value on user needs, validating assumptions, prototyping & measuring the outcome of design decisions.

Today daily conversation and process of UX disciplines occur cross-collaboratively as we aim to deliver the right solution.

Projects I deliver for include:

- **Mobile Apps:** Enterprise Mobile App, Care4Moms & BCIM
- **Web Apps:** CareSource.com, Member & Provider Portal, Find A Doc CPT Lookup, Secure Forms, Streamline, Service Now
- **Dev Ops:** Health Check (aids Dev Ops)
- **Business Development:** Support various state submissions
- **Special Projects:** (IoT, AI voice & facial recognition) & Co. style guide

Member Mobile App

[Case Study]

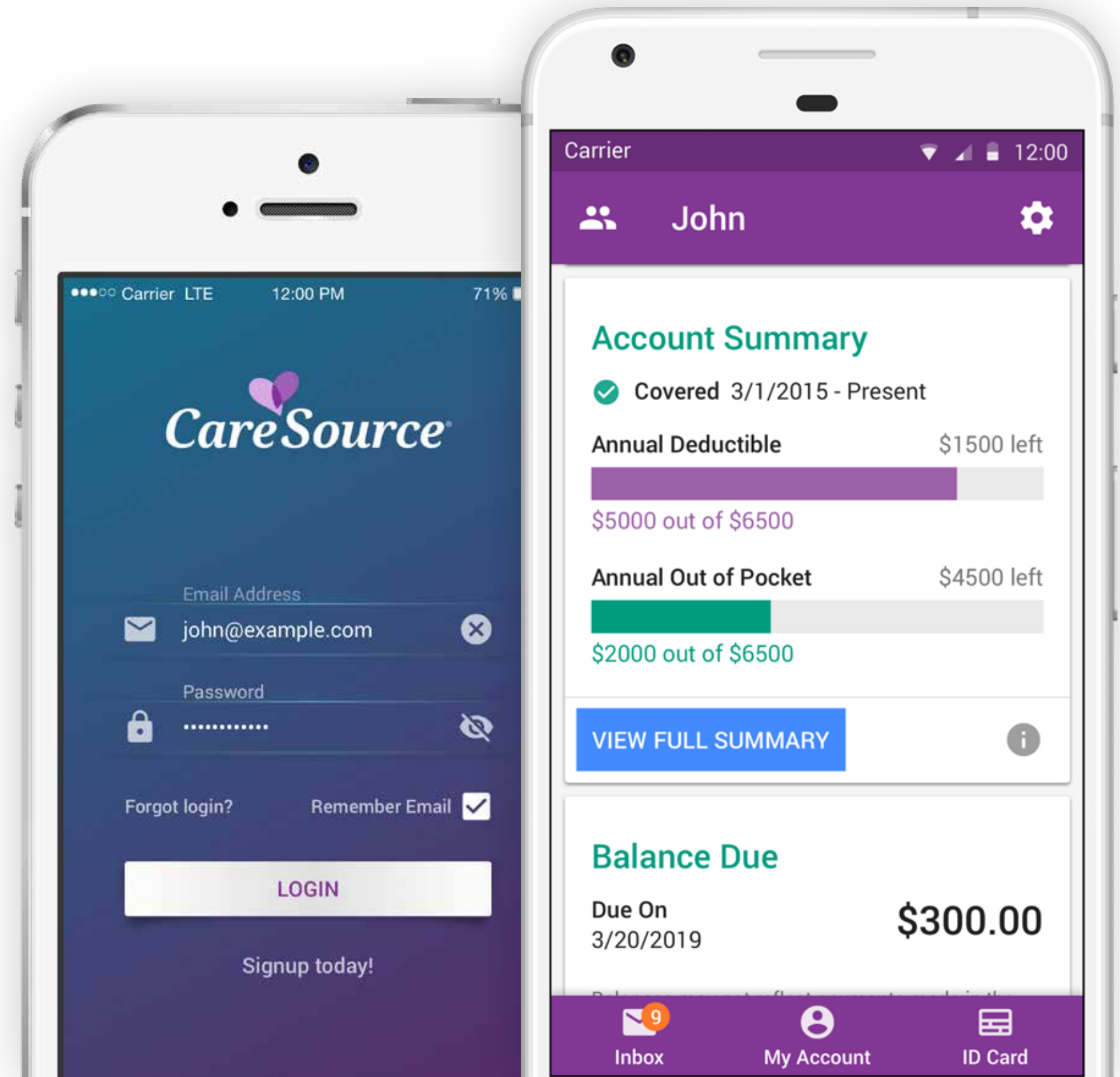
This member-centric app is the primary project I continue to maintain.

Responsibilities / Skills

- Design Lead
- Initial timeline 6 months end-to-end
- Iterative feature design since 2016
- Debuted in the app stores 2017

Development

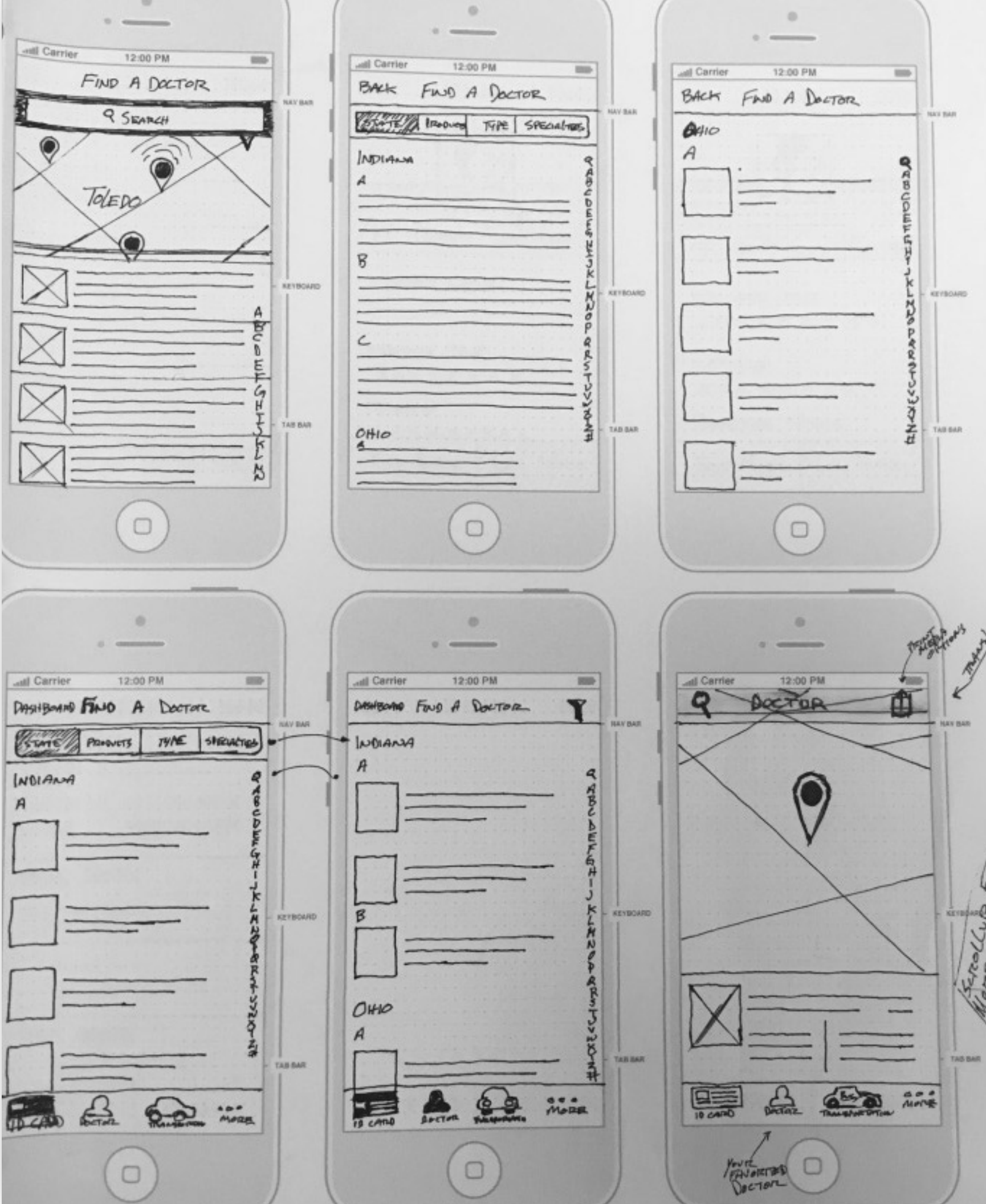
- React Native
- Available for both iOS & Android



Member Mobile App

[Discovery]

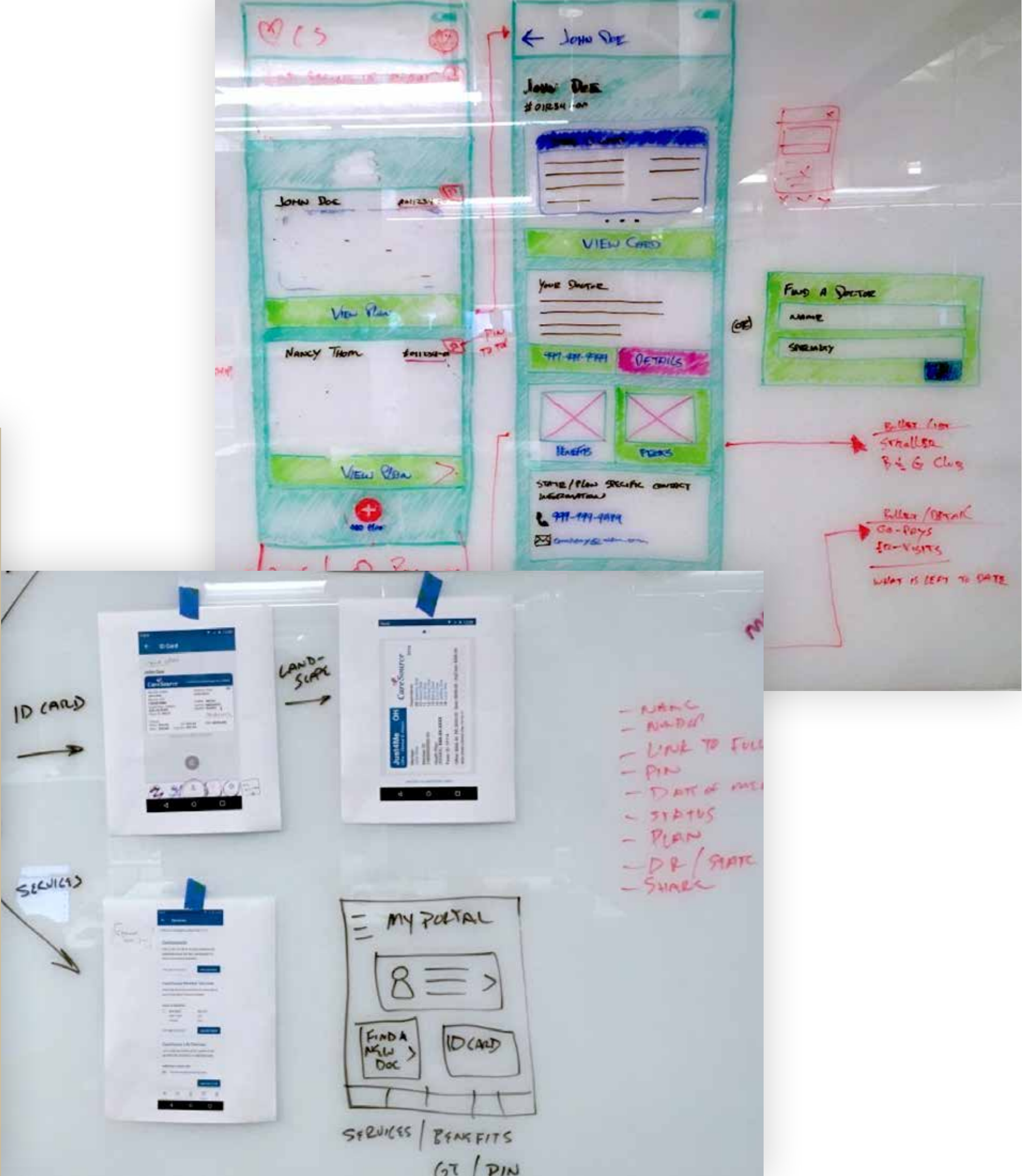
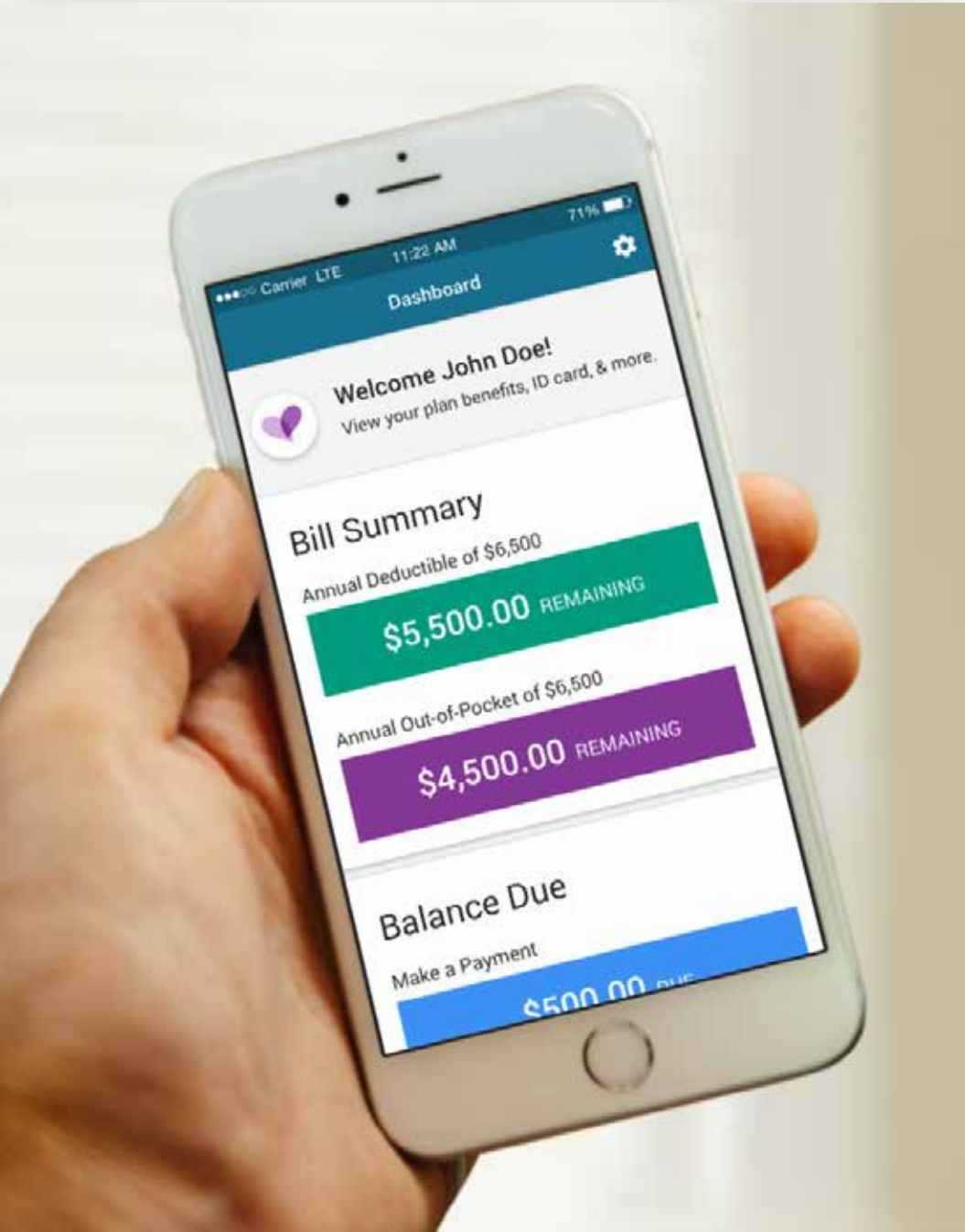
Since the beginning of 2016, through the process of learning what's important to the members, both subtle and drastic changes have been implemented. We conducted a series of interviews, technical discussions and brainstorming sessions. The following pages showcase my sketches, hi-fidelity UI & prototypes...



Member Mobile App

[Prototyping] c. 2016

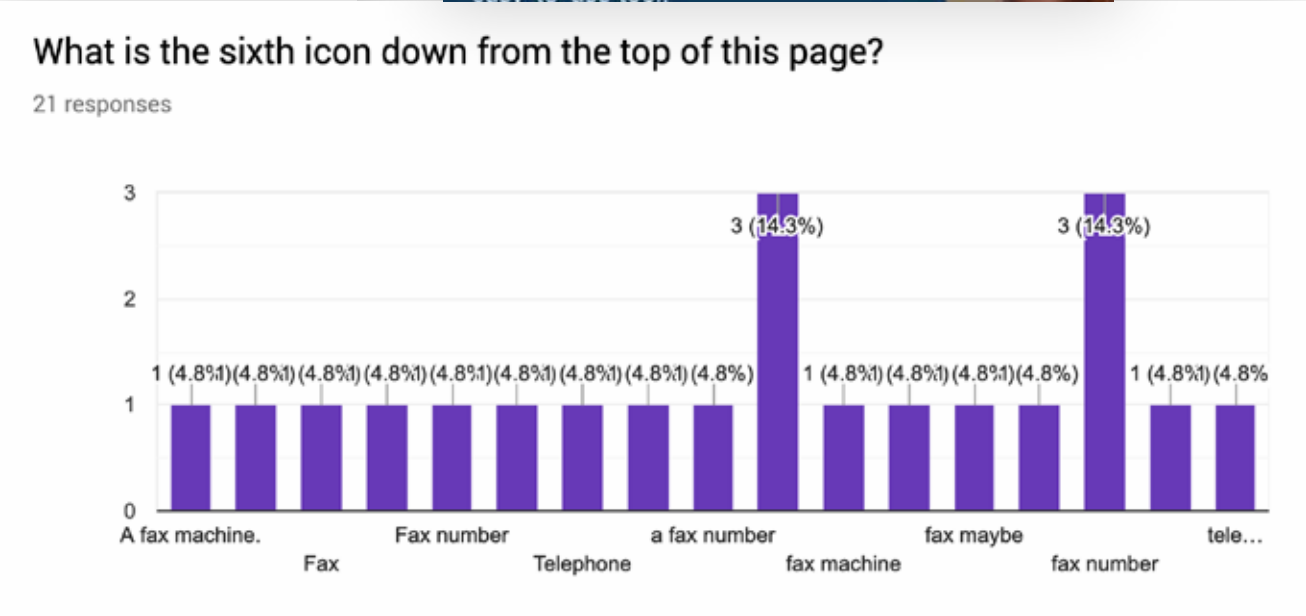
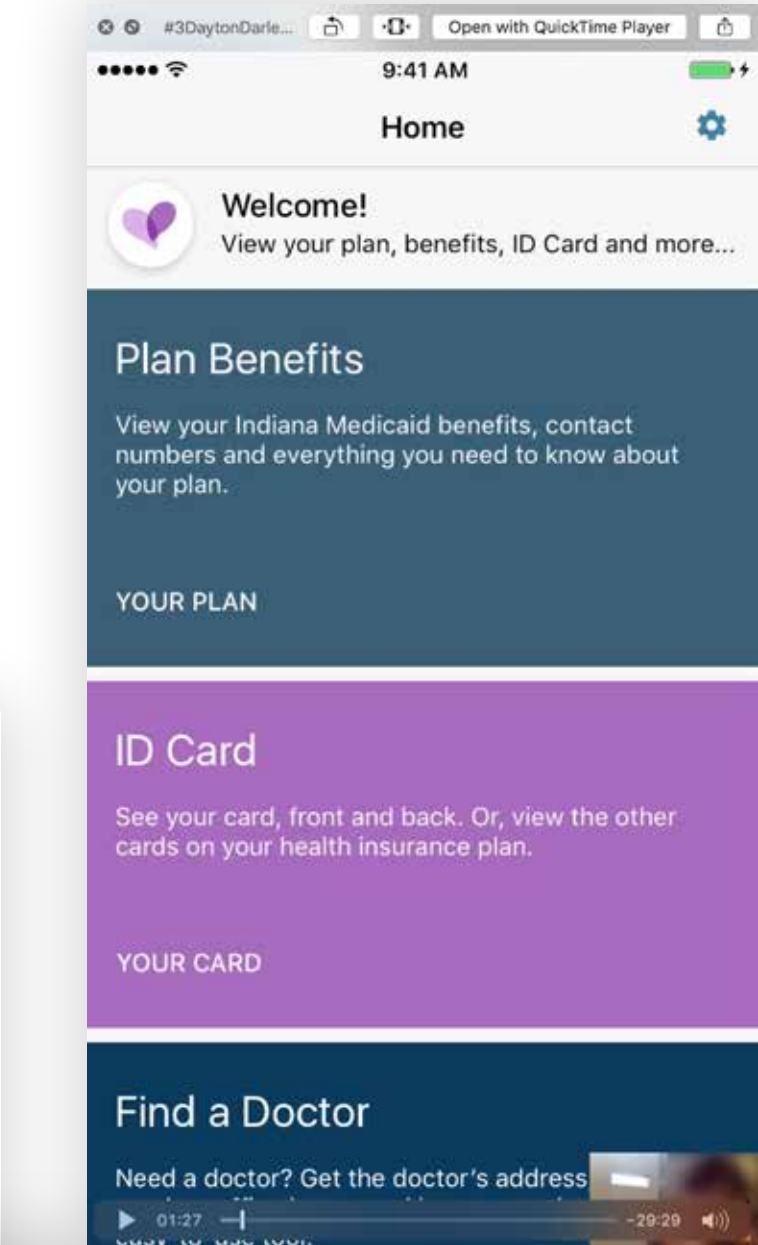
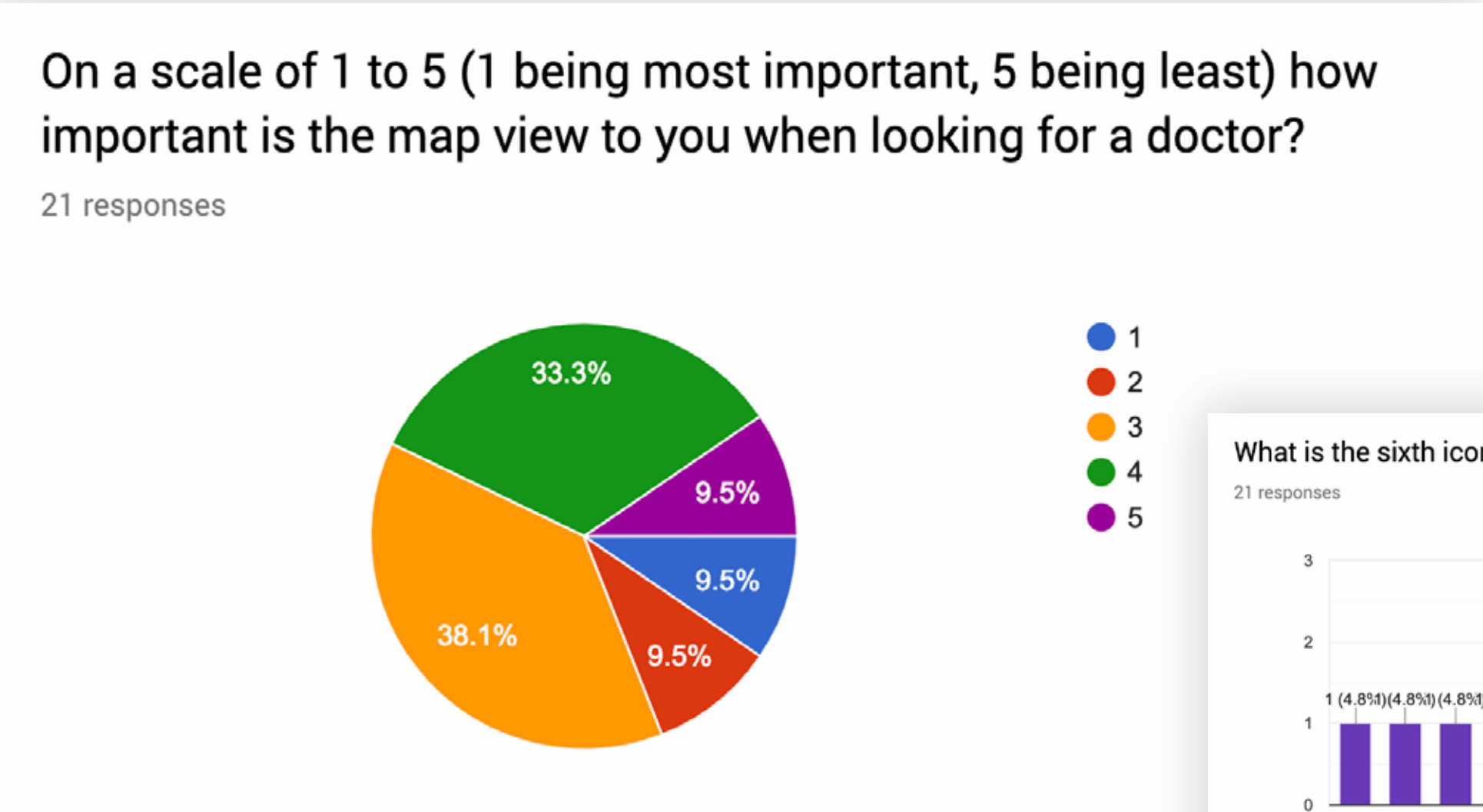
Using: InVision, Principle, Xcode & Paper



Member Mobile App

[User Testing] c. 2016

Using: Amazon Turk, Google Forms & Lookback (video observation)



Member Mobile App

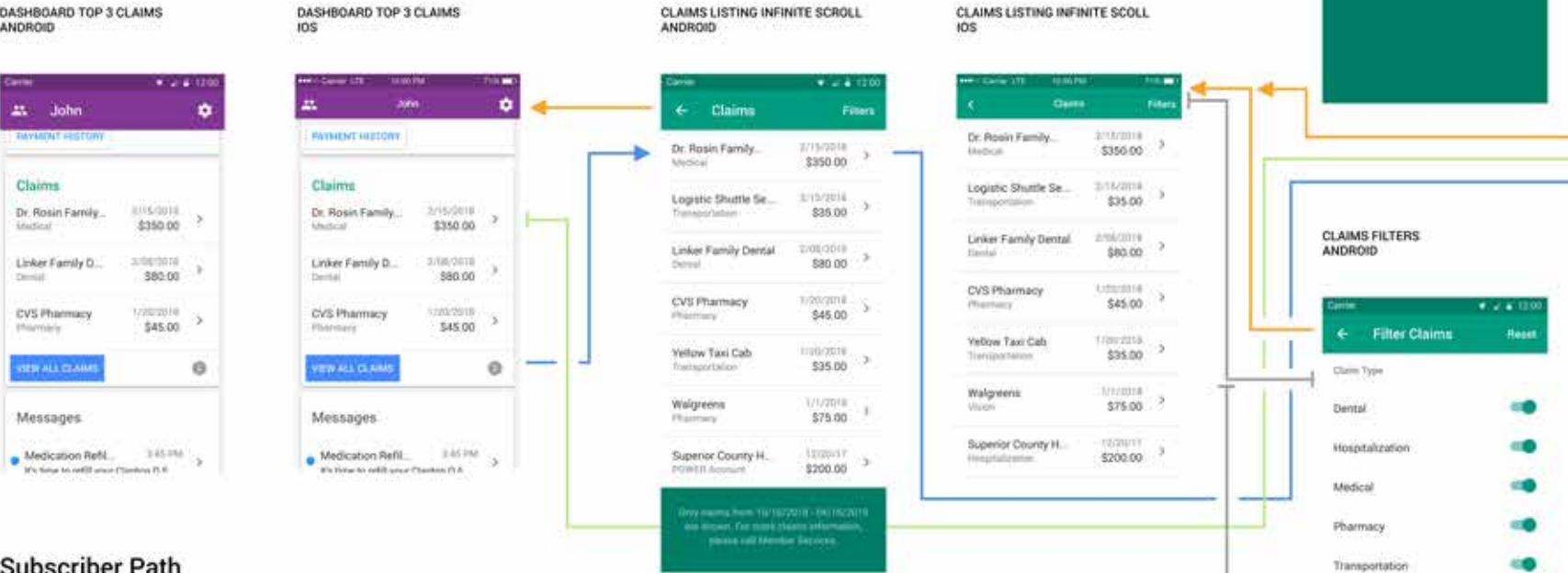
[User Flows]

Health care is an extremely complex industry. It demands top-tier UX & UI prowess to which I consistently aim for within a highly regulated & fast paced agile environment. I team with others to solve these problems to meet or exceed business requirements, driving measurable outcome.

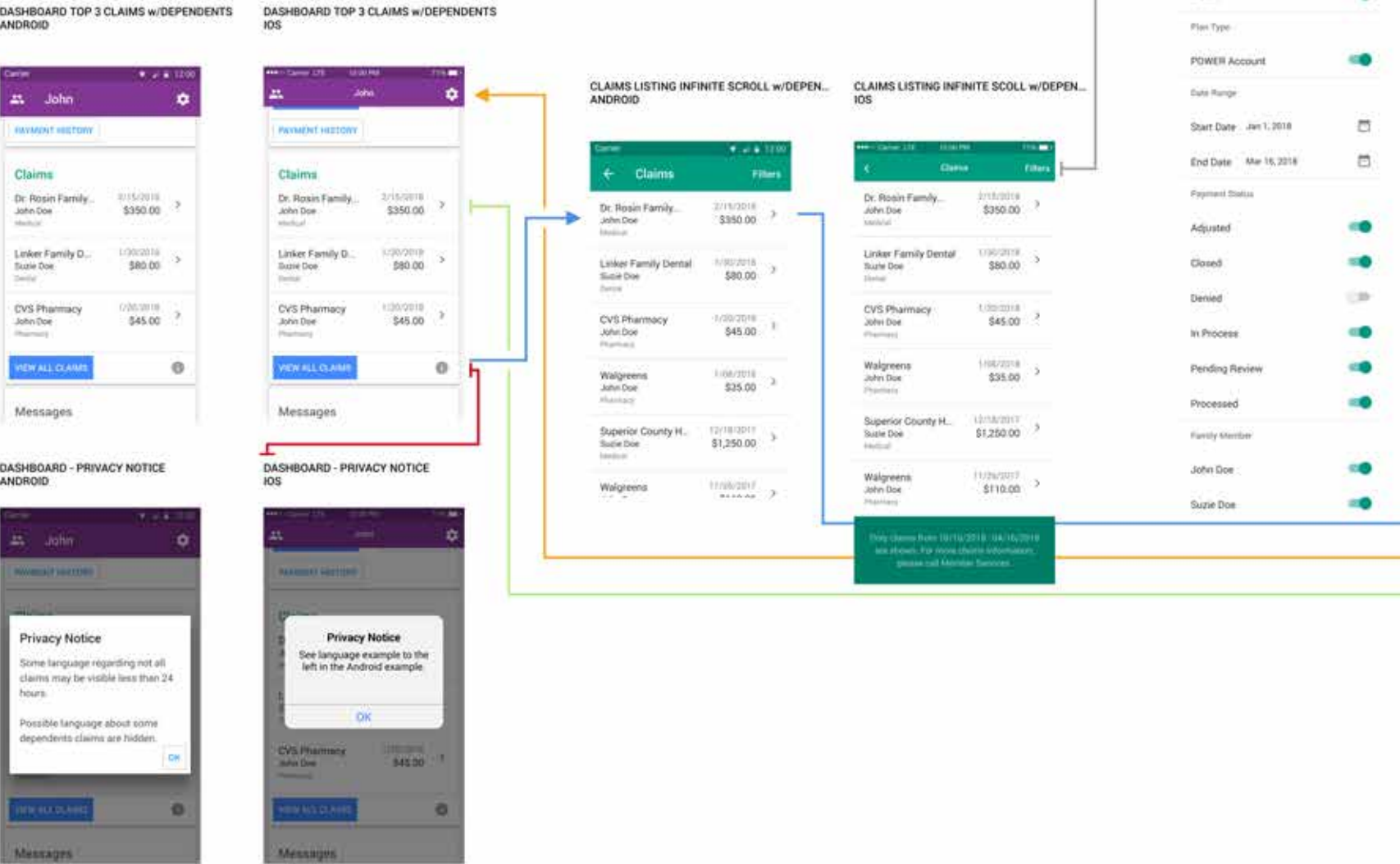
This is just a small snippet of 30+ flows addressing the anomalies for several 100s of healthcare plan possibilities.

CS APP [CLAIMS - FLOW]

Dependent Path



Subscriber Path



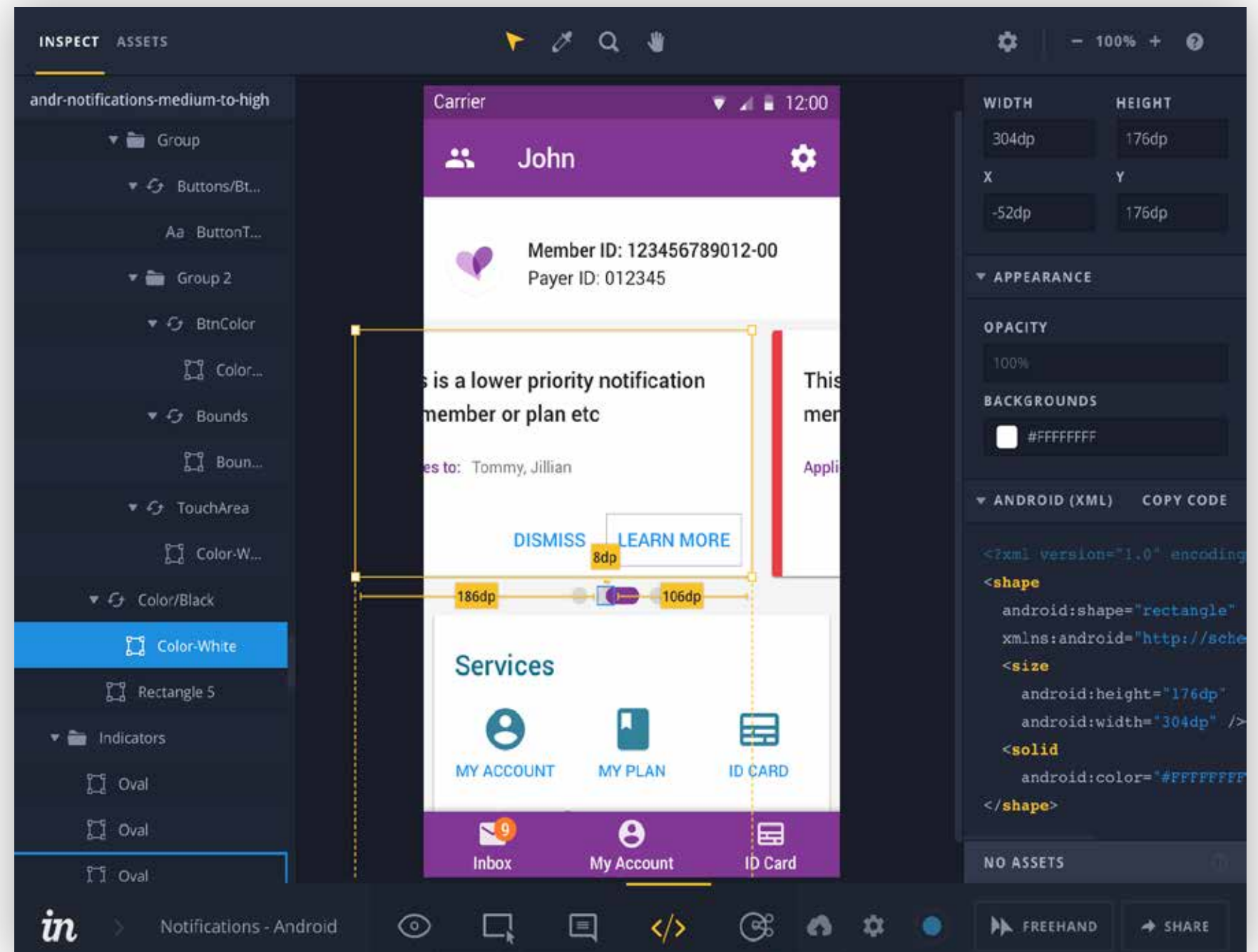
Member Mobile App

[Pixels & Collaboration]

I absolutely enjoy collaborating with developers and seeing the project through, end-to-end. Having front-end development experience and touching back-end technologies, I am educated to handle technical discussions that may arise due to environment constraints.

Syncing up

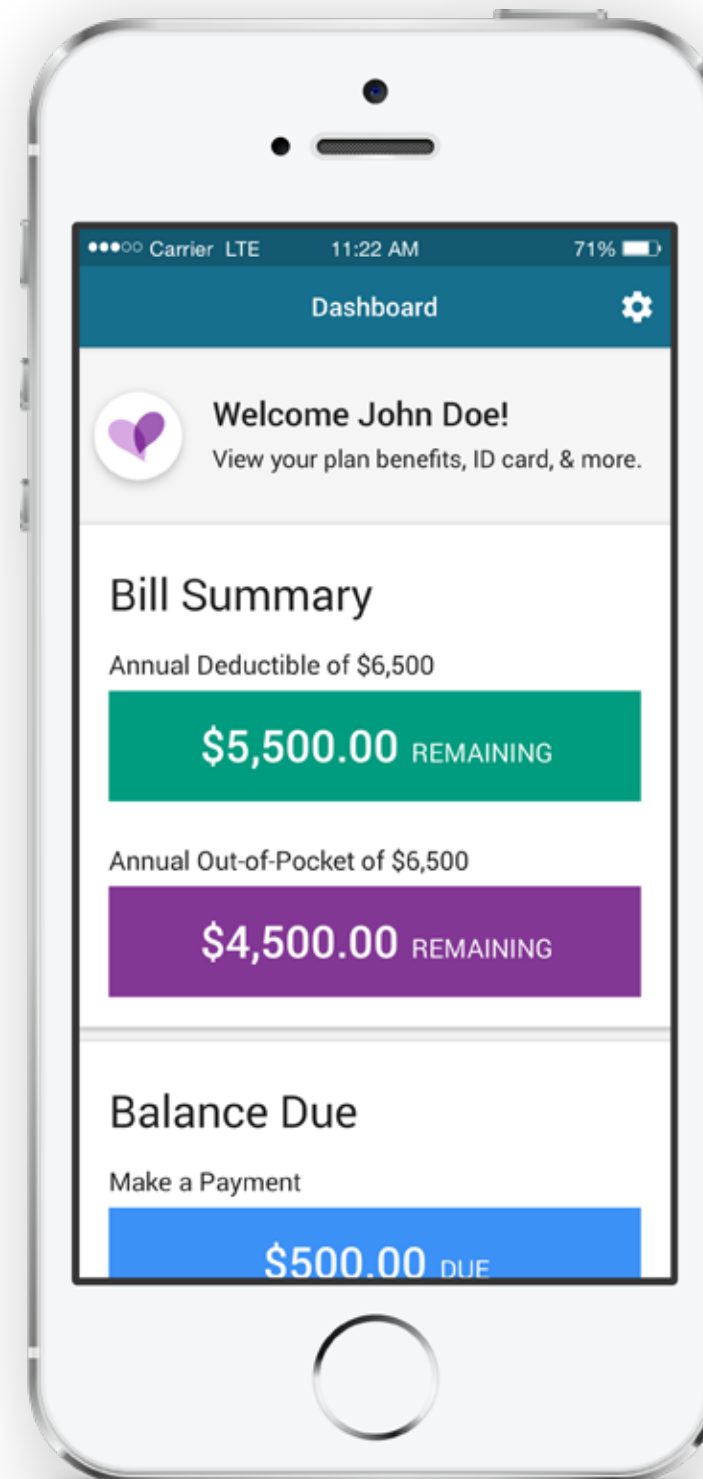
On our team, I have created a dynamic channel of communication with developers using the “Inspect” feature within the tool, InVision. It has bridged gaps and sped up production abroad.



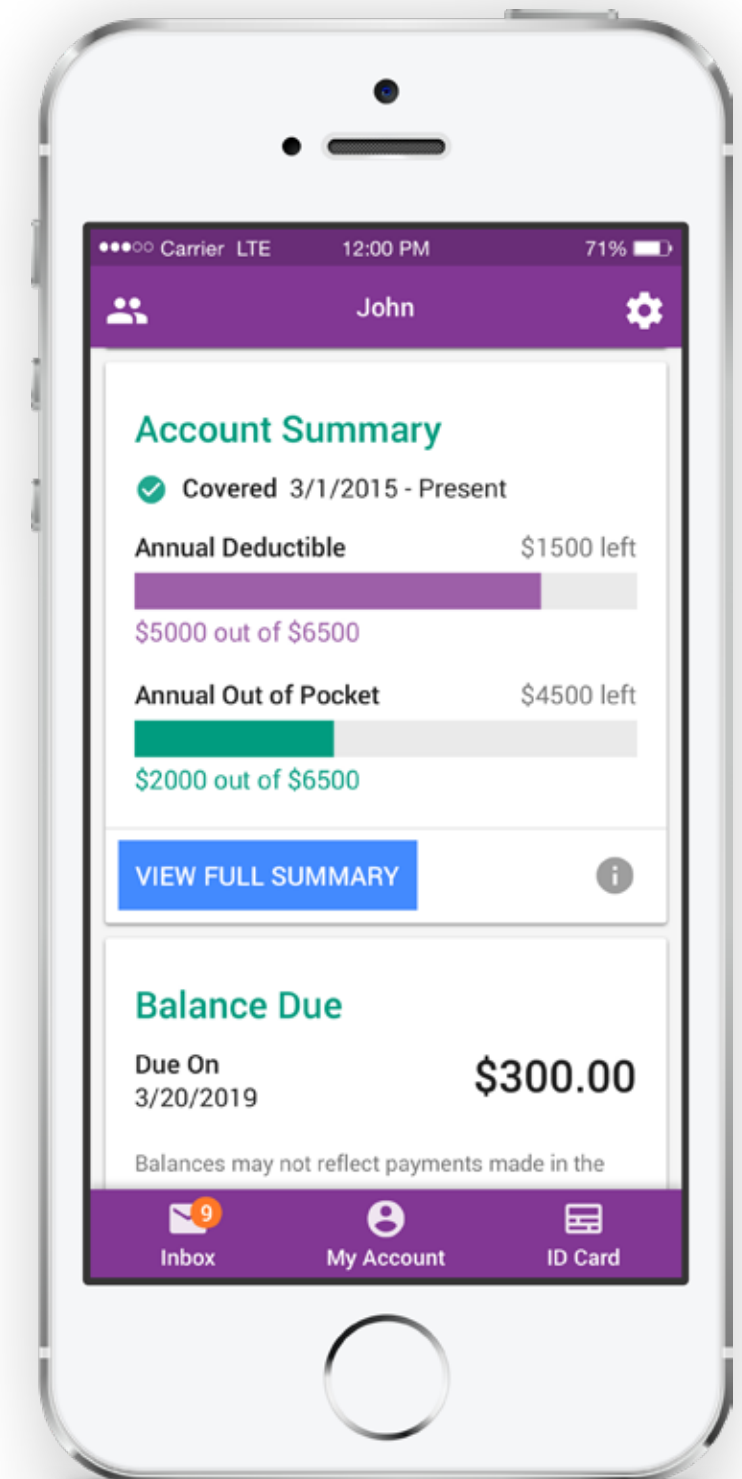
Member Mobile App

[Then & Now]

Over time after much listening, questioning and analyzing data, the app has undergone much change. Today it has 100,000+ active installs across 2 platforms and is trending upward.



iOS, c. 2016 - 17'



iOS, c. 2019

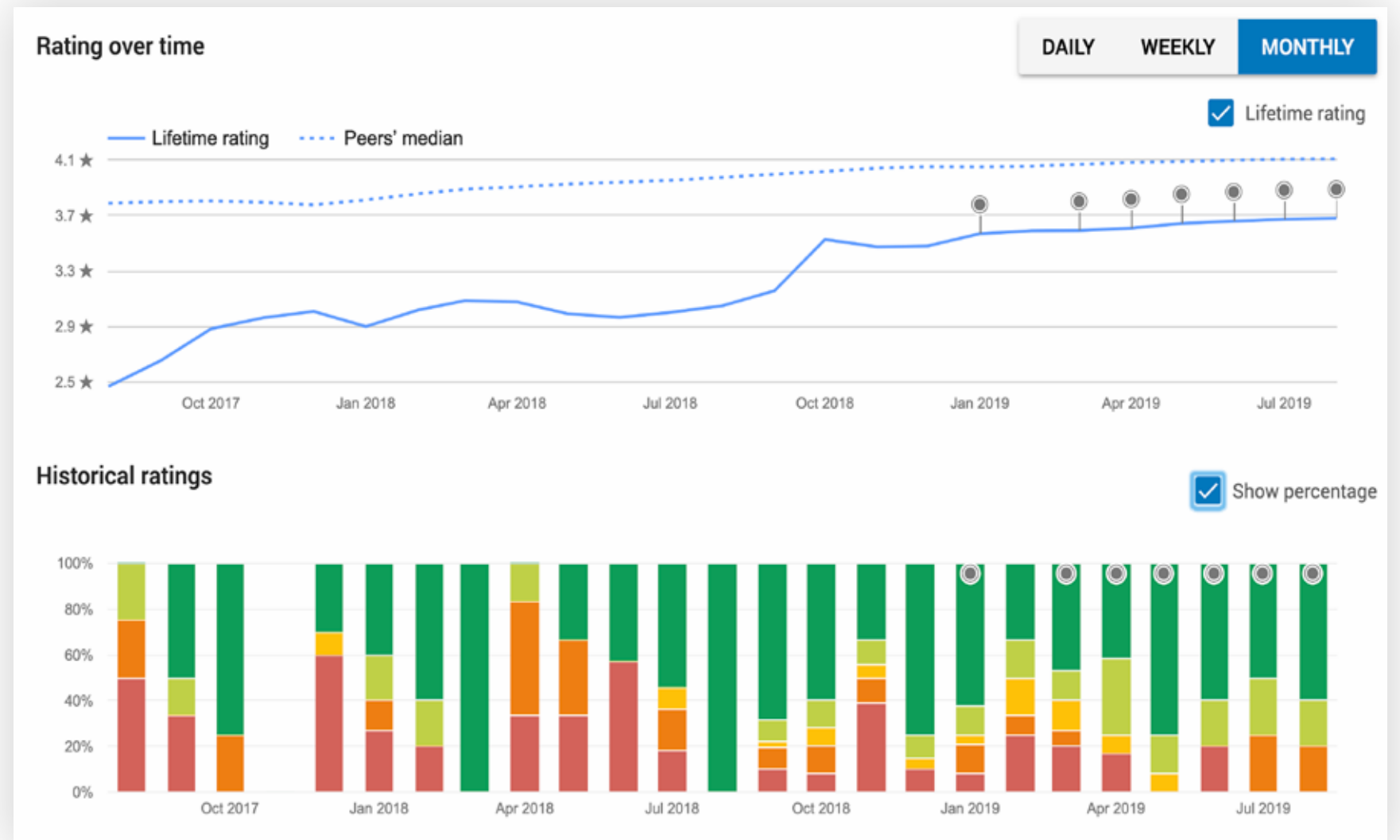
Member Mobile App

[Success]

When the app launched in 2017, due to limited testing forums, we weren't sure what the user response would be. After gathering feedback and iterating on our releases, ratings continue to improve for both iOS & Android averaging at 4 stars.

How I define success?

Success is when together we disprove our assumptions in favor of discovering what the user needs, execute the solution and see the data validate that decision. Or, it's when we get it wrong, and quickly come together and correct the problem.



CareSource Mobile App - Lifetime Android ratings since January 1, 2017



Web Applications

Jonny Butler

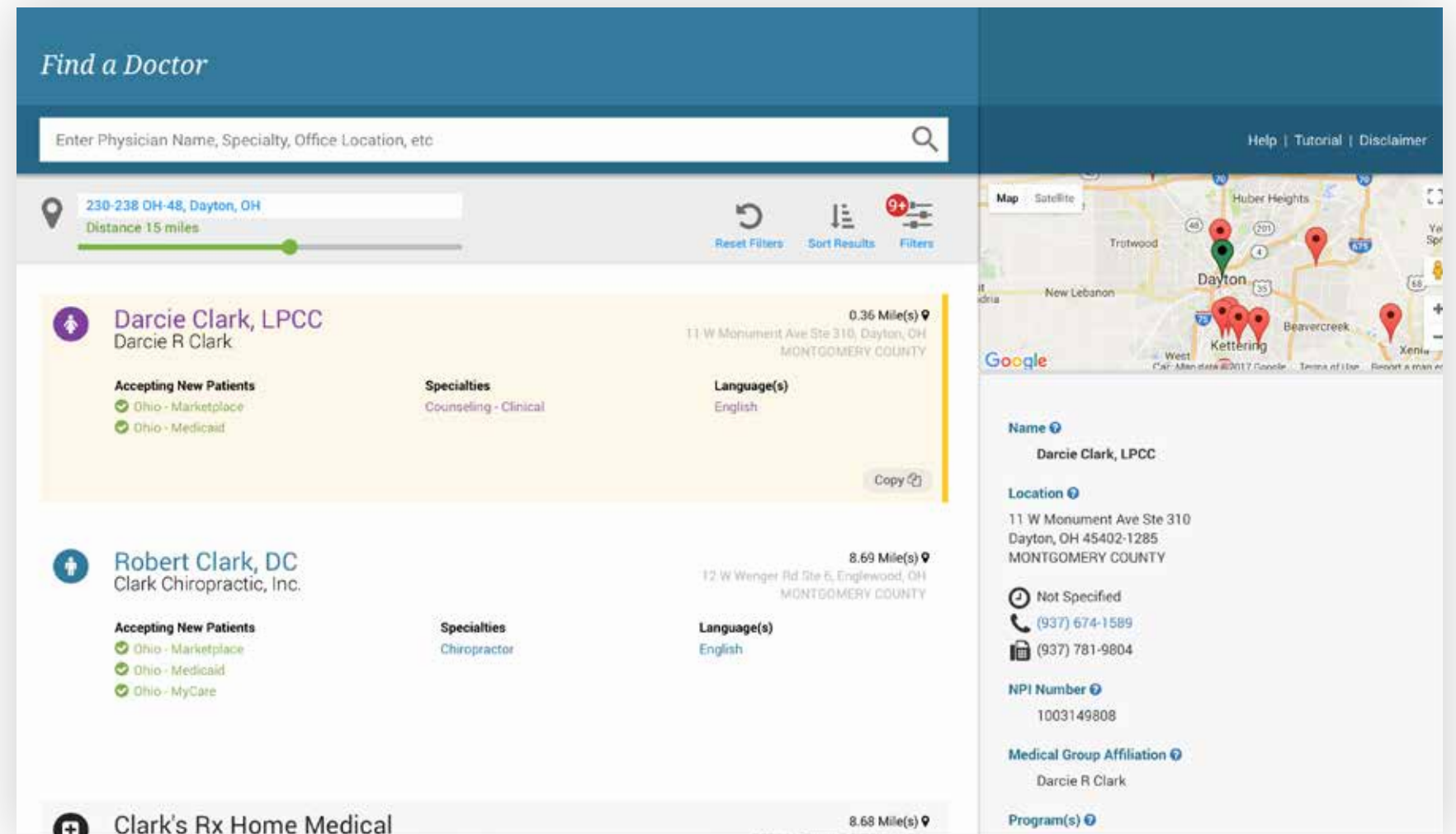
Find A Doctor

[Web App]

Designed: Sketch & InVision
Developed: Angular 2 & LESS

Launched around 2016, I provided design input and made various enhancements addressing member, provider, and internal user feedback.

This app allows one to perform actions such as, get the doctor's address, phone number, office hours and driving directions. This tool also locates urgent care, hospitals, clinics, specialists and pharmacies.














Health Check

[Dev Environments]

Designed: Sketch & InVision
Developed: React















This tool provides a quick overview of multiple apps & their service health for engineers and devs, displaying a visual status of environments, “state of health” E.g. OK, Error, Unstable, Pending.

| Type | Name | Environment | Status |
|---|----------------|-------------|---|
|  | CareSource.com | DEV |  OK |
| | | INT |  Error |
| | | CERT |  Pending |
| | | PROD |  OK |
|  | Enterprise App | DEV |  Error |
| | | INT |  Pending |
| | | CERT |  OK |
| | | PROD |  Error |

 IWS HEALTH CHECK

Applications

View only: ☒ DEV ☐ INT ☒ CERT ☒ PROD

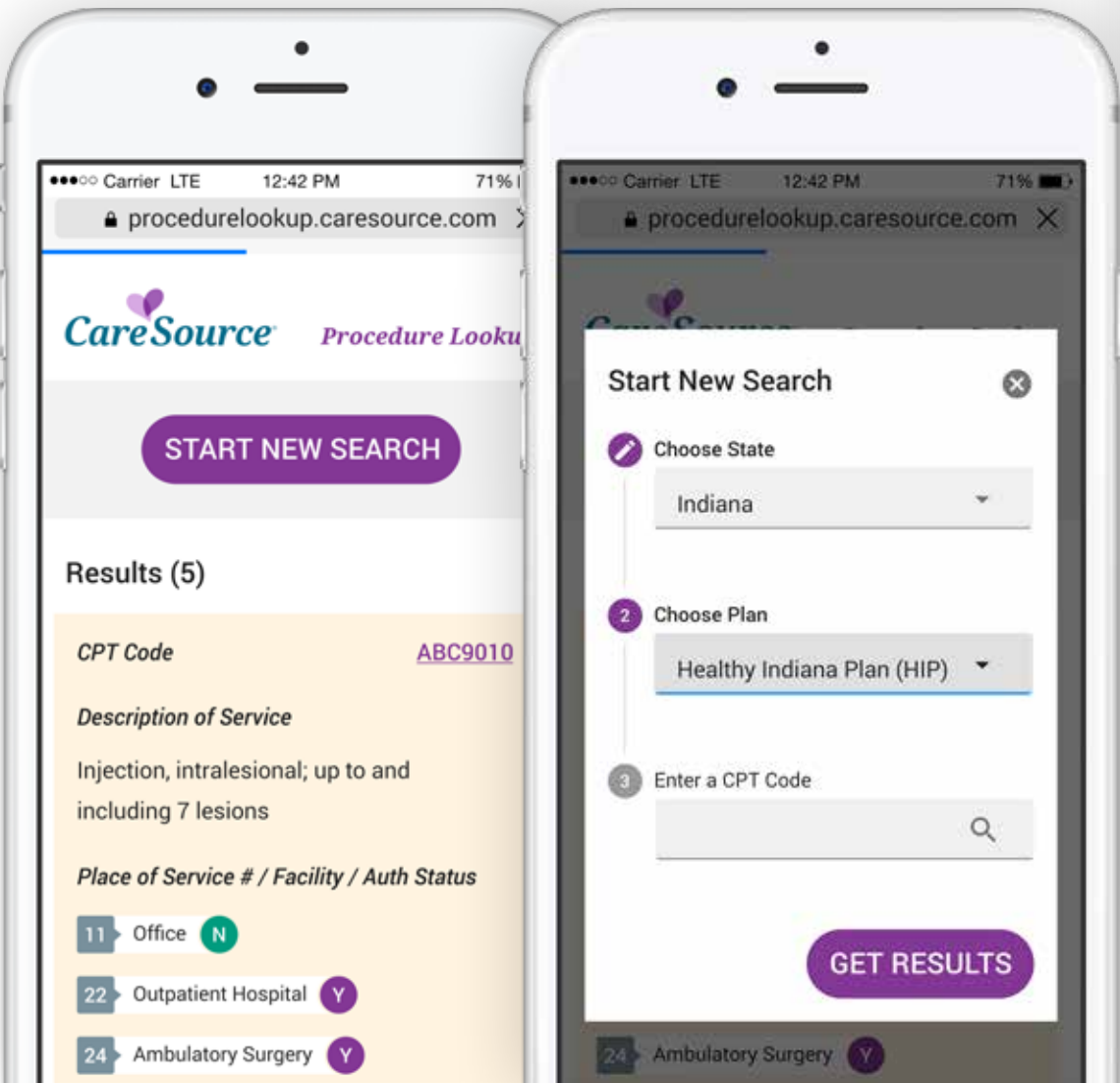
| Type | Name | Environment | Status |
|---|----------------|-------------|---|
|  | CareSource.com | DEV |  OK |
| | | INT |  Error |
| | | CERT |  Pending |
| | | PROD |  OK |
|  | Enterprise App | DEV |  Error |
| | | INT |  Pending |
| | | CERT |  OK |
| | | PROD |  Error |
|  | BCIM | DEV |  Pending |
| | | INT |  Error |
| | | CERT |  OK |

Procedure Lookup

[Web App]

Designed: Sketch & InVision
Developed: React

This tool offers the ease of looking up procedure health codes for providers and internal CareSource care managers.



CareSource

Procedure Lookup

1 Complete Steps

1 Choose State

Indiana

2 Choose Plan

Healthy Indiana Plan (HIP)

3 Enter a CPT Code

ABC90

Results (5)

| CPT Code | Description of Service | Place of Service # / Facility / Authorization Status |
|----------|---|---|
| ABC9010 | Injection, intralesional; up to and including 7 lesions | 11 Office N 22 Outpatient Hospital Y 24 Ambulatory Surgery Y 11 Office N 22 Outpatient Hospital Y 24 Ambulatory Surgery Y |
| ABC90101 | Injection, intralesional; up to and including 7 lesions | 11 Office N 22 Outpatient Hospital Y 24 Ambulatory Surgery Y |
| ABC90102 | Injection, intralesional; up to and including 7 lesions | 11 Office N 22 Outpatient Hospital Y 24 Ambulatory Surgery Y 11 Office N |
| ABC90103 | Injection, intralesional; up to and including 7 lesions | 11 Office N 22 Outpatient Hospital Y 24 Ambulatory Surgery Y |
| ABC90104 | Injection, intralesional; up to and including 7 lesions | 11 Office N 22 Outpatient Hospital Y 24 Ambulatory Surgery Y 11 Office N |

CareSource

CAREERS | SEARCH DISCLAIMER | TERMS & CONDITIONS | HIPAA PRIVACY

f in Instagram Twitter Pinterest YouTube G+

© 2016 CareSource. All Rights Reserved. Last updated 02/02/2016

SYSTEM DETAILS

CareSource Style Guide

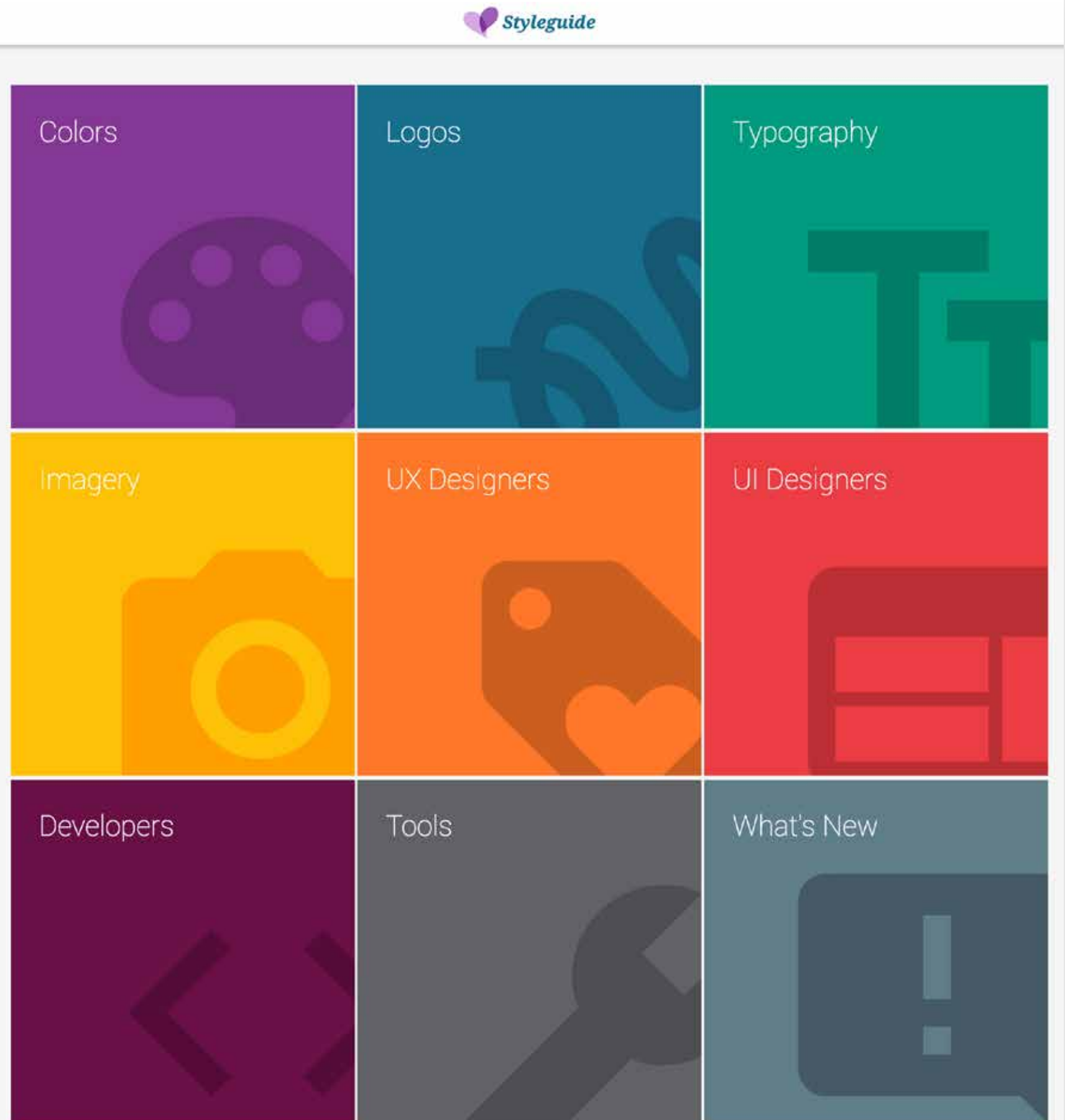
[Website]

Designed: Sketch

Developed: HTML5, SCSS & PHP

In 2015, I began leading and championing UX & Design Thinking practices across the IT organization, eventually matrixing the effort across the entire company. As stated before, the result has driven daily conversation and process of UX discipline to ensure delivery of the right solution.

The purpose of this style guide is to aid cross-application consistency of UX/UI patterns, development standards, as well as unifying branding.





Art of the Possible

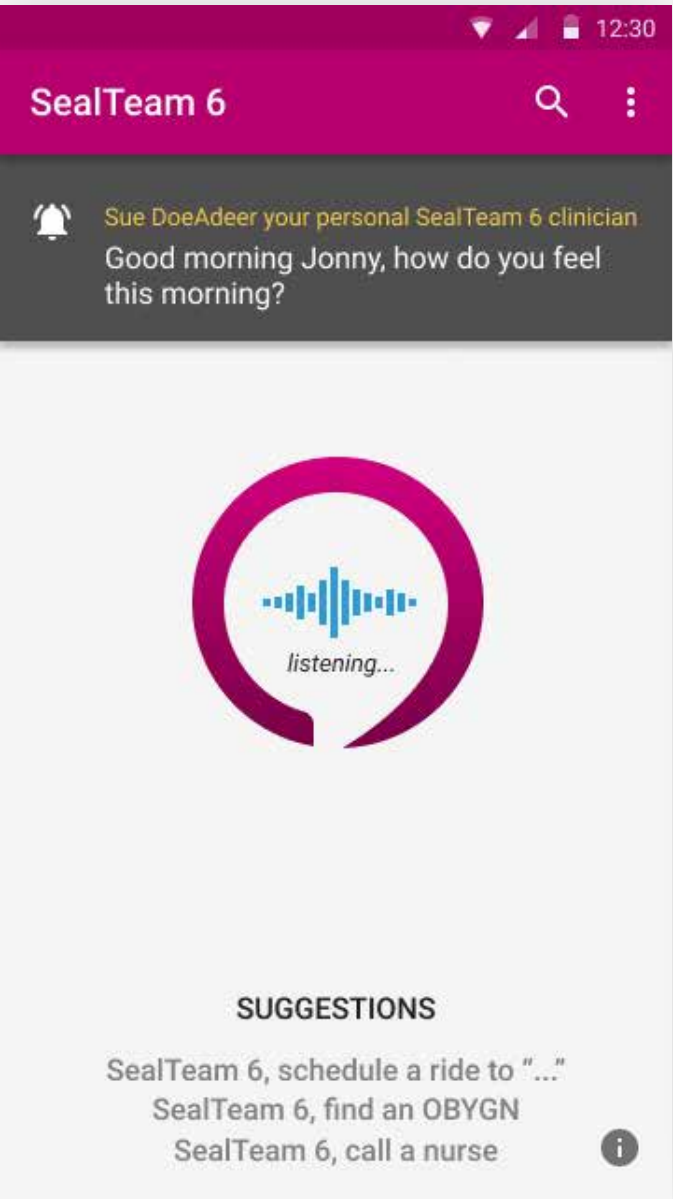
Jonny Butler

Health Monitor App

[AI Assistant Prototype]

Used: Figma, InVision, JS & Node-RED

In 2018, I was on a team of 4 that competed and won the first CareSource Hackathon. In 1 week, we aimed to solve a specific problem that led us to explore the use of IoT devices, voice, facial recognition, & light sensory. Our vision was to detect the sudden oncoming of a stroke or opioid abuse. This gained high profile attention from leadership that drove further exploration...



Smart Speaker

[AI Assistant Prototype]

After winning the 2018 CareSource Hackathon, our CEO & CIO sanctioned initiatives for exploration. This voice-controlled Smart Speaker is platform agnostic. The innovation lay within the PHI/HIPAA red-tape from a software perspective. Further info is proprietary.

This opportunity allowed me to demonstrate my full range of abilities.

Responsibilities

- Design Lead
- Initial timeline 3 months end-to-end

Development

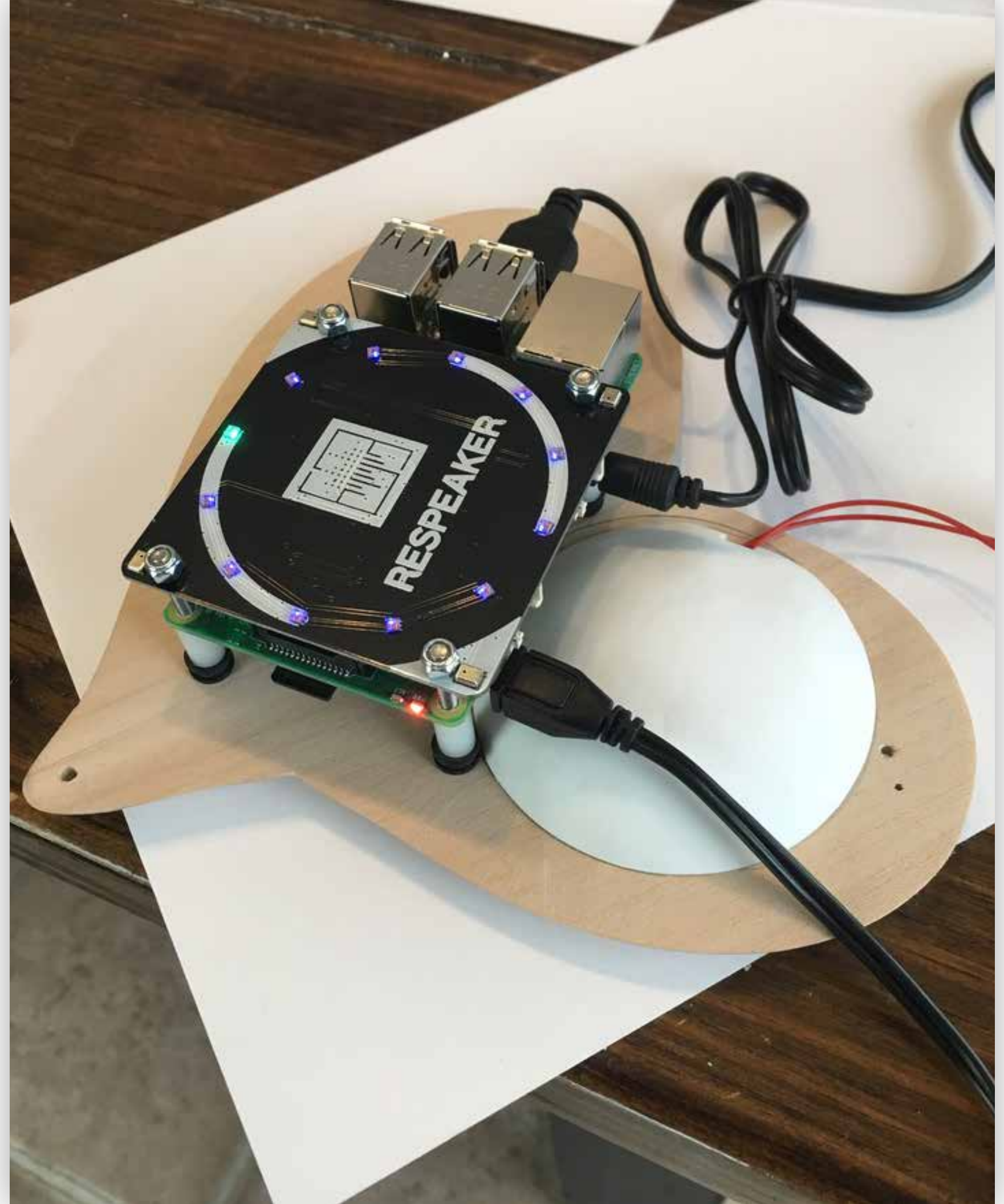
- Woodwork & Electronics (3 days)
- Supported Frameworks
(Amazon, Google, Apple, Microsoft)



Smart Speaker

[AI Assistant Prototype]

The custom enclosure, employs a Raspberry Pi 3 Model B, ReSpeaker Hat 4-Mic Array, and a 2" woofer with 1-watt amplifier. I custom built and shaped the speaker cover to adequately project a louder volume, boost mid-range frequencies and roll-off harsh high-range frequencies. The software lives on a 32GB Micro SD Card!



Awards

1st Place | IoT, Voice & Facial Recognition Prototype, 2018

CareSource Hackathon

Merit | Web Design, CareSource, 2015

Digital Health Awards & National Consumer Health Information Awards

Web Design Award | The Modern College of Design, 2011

Graphic Design USA

Recognition | Web Design & Development, The Modern College of Design, 2011

Central States Communication Association

Silver Addy | Interactive Media-Consumer HTML, The Modern College of Design, 2011

American Advertising Federation - Dayton

Silver Addy | Interactive Media-Consumer HTML, The Modern College of Design, 2010

American Advertising Federation - Dayton

Honoree | Educator of the Year, The Modern College of Design, 2010

American Advertising Federation - Dayton

Closing Remarks

Beyond what you have reviewed in this portfolio, I have many more examples that showcase responsive web design, mobile, print, packaging, etc. If you'd like to see more, please visit my [website](#), [LinkedIn](#) or contact me directly via:

Email: JonnyB@JonnyB.org

Phone: 513 • 349 • 6576

Thanks!

