



Lotus H. Cross

Health & Wellness Product Design Leader

Summary

Dynamic health and wellness technology leader with 10+ years of experience growing teams and creating consumer products

Design Conference Leader
TEDx Speaker
NN/g UX Management Certified
IDEO Design Thinking Certified
DEI Advocate
Award-winning Designer

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🌐 www.lotushcross.com

Education

University of Florida 2016
Bachelor of Digital Arts & Sciences

Northwestern University 2019
Graduate Certificate in Full
Stack Web Development

Skills

Organizational Leadership	Culture Development
Talent Development	Data Visualization
Service Design	Data-Driven Design
Design Thinking	Human-Centered Design
Product Vision & Strategy	Figma
Design System Development	Axure
Professional Communication	UXPin
Product Management	Artificial Intelligence (AI)
Executive Engagement	Enterprise Design
Visual Design	HTML/CSS/JS
Video Editing	French and Spanish
App and Mobile Design	Healthcare Design
Game Design	Workshop Facilitation
Accessibility Design	Mentoring
Prototyping	Design Advocacy

Professional Experience

Director of Design

2021 – Present

Oak Street Health | CVS Health

- Managed portfolio of 30+ medical products for 5,000+ care team members and call center agents electronic medical record system nationwide
- Developed 300+ user panel program for research initiatives
- Spearheaded Bloom UI Design System with library of over 200 components
- Organized CVS design conference with over 600 attendees
- Built a successful multi-level design and research department
- Prioritized product features through executive workshop facilitation

Senior Experience Designer

2019 – 2021

Isobar | Dentsu Creative

- Led comprehensive discovery phases including competitive analysis, user/stakeholder interviews, persona development, and market research for clients such as Brown Brothers Harriman, Alliance Bernstein, and Blue Cross on websites, web apps, and iOS/Android apps
- Designed detailed product wireframes and prototypes and optimized sites for full responsiveness and component-based design compatible with Adobe Experience Manager

Senior Experience Designer

2018 – 2019

McMaster-Carr Supply Company

- Developed and prototyped a new system to streamline navigation of a complex commercial e-commerce site featuring 700,000+ products.
- Designed internal graphics and print/web documents to support operational needs, and conducted nationwide customer visits and analyzed data to inform strategic site improvements

Senior Experience Designer

2016 – 2018

L3Harris Aerospace and Defense

Guided product vision and UX strategy for EIT applications, web apps, and touch screen devices, serving over 40,000 employees

Lead Experience Designer & UI Developer

2014 – 2016

Immersed Games

Led UCD process for startup, designed UI elements, and programmed UI for mobile educational game (Tyto Ecology) and MMORPG game (Tyto Online)

References

Diana Siebenaler

Sr. Director of Design

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Lindsey Tropf

CEO of Immersed Games

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