

zohreh daly

USER EXPERIENCE | DIGITAL DESIGN | ILLUSTRATION

PROFESSIONAL EXPERIENCE

Quilted Health

Senior User Experience Designer, October 2020 - Present

- Currently the sole designer responsible for user experience and visual design of Maternity Neighborhood, an EHR software program for midwives and doulas
- Designed comprehensive revenue cycle management, referrals, and doula matching experiences
- Conducted numerous design sessions with users to develop design goals and standards
- Helped to develop company framework for accessibility standards for web and print media
- Redesigned and helped to author dozens of client facing materials with a keen focus on ease of understanding, accessibility, an inclusion
- Authored the company standards on accessibility and inclusion
- Brought national attention to the company through our award winning app design
- Built and maintains the design system libraries

MaMA: The Maternal Monitoring App

Project Founder, April 2018 - July 2020

- Designed a healthcare app for providers to remotely monitor the physical and mental health of pregnant women in underserved areas of the US
- Created the entire system including conversational and visual interfaces from start to finish
- Used peer reviewed medical research to develop logic and flow
- Developed a conversational interface called “Ramona” that served as a virtual medical assistant for women and their families during the postpartum period
- Ensured the app met accessibility standards and HIPAA compliance
- Presented and pitched the app to C-Suite executives, federal public health and public policy officials, and heads of medical professional boards
- Conducted and managed user research and implemented a variety of methodologies in usability studies with 236 participants
- Synthesized research data using statistical techniques such as exploring variance, statistical significance, and pretest/posttest comparisons
- Successfully sold the app and all of its assets to a growing and innovative maternal health company in July of 2020

Zohreh Daly Designs

Graphic Designer, January 2012 - Present

- Create logos and branding solutions for a variety of businesses and products
- Design business cards, brochures, banners and other printed products for personal and business customers
- Edit and create forms for healthcare settings
- Drafted patterns and instruction guides for crafting and how-to projects

EDUCATION

Austin Community College

Associate of Arts and Sciences

User Interface and User Experience Design
2017-2019

The University of Connecticut

Master of Arts

Human Development and Family Studies
(Marriage and Family Therapy)
2004-2006

The University of Texas at Austin

Bachelor of Science

Human Development and Family Sciences
1999-2003

AWARDS

Department of Health and Human Services

Phase 1 Award - \$10,000

MCHB - Remote Maternal Monitoring Challenge

Department of Health and Human Services

Phase 2 Award - \$36,000

MCHB - Remote Maternal Monitoring Challenge

Department of Health and Human Services

Phase 3 Award - \$130,000 (Grand Prize)

MCHB - Remote Maternal Monitoring Challenge

University of Texas at Austin

Distinguished Scholar

2002, 2003

SOFTWARE AND SKILLS

Adobe Creative Suite- Illustrator, Photoshop, XD, Acrobat Pro, Animate, Character Builder
Figma, Invision, Sketch, POP, Dialogflow

Hundreds of hours of face-to-face clinical contact experience

Three years conducting research within an academic setting including graduate coursework in research methodology

WORK ELIGIBILITY

Eligible to work in the United States with no restrictions