

Experience

The Permanente Medical Group

Consulting Associate

Oakland, California / Dec 2021 - Present

- Conduct diverse patient and care team interviews, surveys, and process mapping for multiple projects, synthesize into understandable insight concepts
- Lead participatory design workshops with cross-functional teams, facilitating ideation and co-creation sessions that integrate patient and care team feedback into improvement processes
- Synthesize research into user personas, journey maps, and recommendations, elevating patient experiences and care team Joy and Meaning in Medicine and create high fidelity assets for testing
- Assist in organization-wide patient experience management system implementation, ensuring seamless execution and engagement.
- Collaborate with Care Experience leaders, tech teams, physicians, and local care teams to shape strategic objectives, design and run prototype PDSA (Plan, Do, Study, Act) cycles.
- Cultivate relationships with local Care Experience teams and physician leads, providing expertise and resources.

Highlighted Projects

- Care Coordination: Led 6-month service design project with 25 physicians and regional leaders, resulting in 12 proven interventions; 85%+ of participants found value in the identified solutions. This work led to an 8% increase in region wide Care Coordination Medication Review scores.
- Care Experience Management Survey System: Lead training design and implementation across 5 pilot medical centers, equipping teams for effective adoption. Supported design and development of survey used by 150k patients to date. Assist creation of 10 dashboards for Care Teams and Care Experience leaders, translating patient experience data into actionable insights, enhancing TPMG practice of Experience Management.
- RN & Physician Communication: Orchestrated research, including 20+ patient interviews and translation of complex data into 12 actionable insights informing 4 hour design sessions with multi-disciplinary teams.

UCSF Brain Tumor Center

Design Researcher & Strategist

San Francisco, California / Feb - June 2021

- Conducted user research, needs & opportunity analysis, systems mapping, and competitive analysis to scale the UCSF Honor Project healthcare worker grief support program.
- Created explanatory video with intentional storytelling, implementation guide, impact survey, distributed to top 20 neuro-oncology departments internationally in collaboration with department chief and social workers.
- Successfully initiated implementation at the NIH, Mayo Clinic, Dana-Farber, and MD Anderson among others.

The Brain Tumor Network

Design Researcher & Service Designer

Redwood City, California / Sept - Dec 2020

- Conducted user field research, identifying pain points and opportunities, guiding healthcare professionals in co-design.
- Created personas, fostering design insights and storytelling for accurate patient-driven solutions.
- Designed and delivered informative tools, experiences, and implementation guidelines to improve patient experience.

Creating exceptional experiences in healthcare using human-centered design.

Education

Claremont McKenna College

Claremont, California

B.A. Human-Centered Design

3.7/4.0 GPA - class of 2021

American Jewish League Martin Kalmanson Scholarship Awardee, MASA Scholarship Awardee, CMC Art Fellowship recipient & Gould Center Grant Awardee

Skills

Design Research

Co-Design

Data Analysis & Synthesis (qualitative and quantitative)

Co-Design

Research Design, Interviewing, Ethnography

Training Development

Workshop Facilitation

Prototyping

Service Design

Journey Mapping

Tools

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Mural

Figma

Microsoft Office Suite

Google Suite

Keynote

Qualtrics Surveys & Dashboards

PowerPoint

Working knowledge of HTML,

Python

Interests

Backpacking - Sewing Clothing - Cheesemaking

Anya Jewelry

Founder & Designer

Redwood City, California / May 2017 - Present

- Design and create each product of the collection by hand, over 300 pieces in past 5 years, designs informed by market research, user testing
- Maintain consistent revenue through online marketing on various platforms, in-person retail
- Developed and curated digital platforms, update regularly

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The Hive Center for Collaborative Creativity

Strategic Planner & Consultant

Claremont, California / Sept 2017 - May 2021

- Secured funding and successfully implemented and project managed the sole metal smithing studio at the Claremont Colleges, while managing curriculum, project budget, and ensuring alignment among diverse stakeholders.
- Contributed to program strategy and organizational alignment as a Steering Committee member alongside 10 Claremont College professors, resulting in the expansion and enhancement of the Human-Centered Design curriculum, events, and lectures.
- Led bi-weekly public workshops, consistently maintaining 100-person waitlists, instructing novice attendees from basics to advanced techniques to enable independent project completion.
- Mentored Hive faculty to ensure program sustainability and growth.
- Developed and executed marketing strategies, facilitating inter-college collaboration to enhance workshop visibility and attendance across the Claremont Colleges, aligning with the prioritization of organizational initiatives.

Eleven, Inc.

Experience Design & New Business Intern

San Francisco, California / May - Sept 2020

- Contributed to project management for accounts including Dignity Health, Electrify America, and Samsung.
- Conducted research, designed and administered surveys, and developed data-driven strategies for enhancing the future of the physical workplace.
- Performed competitive analysis, conducted industry and category research, and crafted pitch decks to engage potential clients in support of strategic business initiatives

Active San Gabriel Valley

Consultant

El Monte, California / Jan - May 2020

- Developed and executed service design research, conducting interviews with community members, non-profits, and key stakeholders identified through systems mapping for the purpose of re-designing 'open spaces.'
- Identified community needs related to trust, accessibility, and affordability, facilitated brainstorm workshops with stakeholders to address various points of view.
- Presented process mapping storyboards and multiple prototypes to non-profits and design companies, incorporating feedback into solution development