

# Liliana Troy, CUA

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## Senior User Experience Researcher

Senior Researcher with 20+ years transforming ideas into human-centric solutions in healthcare, finance, and e-commerce industries. Expert in mixed-methods research, blending qualitative and quantitative data for impactful insights that empower stakeholders in research-driven decision-making, and user experiences optimization. Recognized for skills in tackling complex problems, balancing user needs with business goals, accessibility, data visualization, and cross-functional collaboration.

### CORE COMPETENCIES

- Generative & Qualitative Research
- User Interview
- Journey Mapping
- Persona Development
- Survey Design
- Usability & Concept Testing
- Field Study
- Task Flow Analysis
- Heuristic Evaluation
- Wireframes & Rapid Prototyping
- Data Synthesis
- Accessibility / WCAG 2.1
- Data Visualization and Storytelling
- Cross-Functional Collaboration
- Stakeholders Engagement

### CAREER HIGHLIGHTS

- Led and conducted end-to-end research, resulting in a **300% increase in user engagement and an 11% reduction in revenue decline** through strategic heuristic evaluation, task flow analysis and usability testing, culminating in a successful redesign of the MapQuest.com business search page.
- Played a pivotal role in **shaping the product strategy and roadmap for NextGen Enterprise EHR** software by **identifying core issues, which contributed to long-term user dissatisfaction and inefficient workflow**, through stakeholder and user interviews, and journey mapping, earning me the prestigious NextGen MVP award.
- Led a collaborative effort in redesigning chronic visit documentation through design thinking, integrating insights from user flow analysis, interviews, and prototype testing, resulting in **50% click reduction, and substantial cost savings by consolidating two screens**.
- **Pioneered the establishment of accessibility awareness at NextGen Healthcare** and **tripled the number of accessibility champions in three months** by working collaboratively with Corporate Communication and Diversity, Equity and Inclusivity teams,

### PROFESSIONAL EXPERIENCE

Senior UX Researcher / UX Architect - NextGen Healthcare

09/2017 - 12/2023

- Shaped product strategy for NextGen Enterprise EHR software by identifying and addressing critical issues, contributing to long-term user dissatisfaction and workflow inefficiency, through stakeholder and user interviews, and journey mapping.
- Led a collaborative effort in redesigning chronic visit documentation through design thinking, integrating insights from user flow analysis, interviews, and prototype testing, resulting in 50% click reduction, and substantial cost savings by consolidating two screens.
- Led a collaborative initiative with product managers, designers, and engineers to streamline Computerized Provider Order Entry (CPOE) through user story mapping, task flow analysis, and concept testing, achieving seamless integration within the provider workflow and a 25% improvement in task completion time.

- Led cross-functional efforts to standardize 16 personas across product, design, and engineering teams, streamlining project workflows and enhancing design process efficiency.
- Mentored junior researchers and 30+ product managers on problem formulation, measurable goal setting, and creating non-leading questions.
- Continuously conducted remote and in-person usability testing, experiment design, site visits, and benchmark testing to enhance the user experience of four key products, including the NextGen Enterprise EHR software suite.
- Pioneered the establishment of accessibility awareness at NextGen Healthcare and tripled the number of accessibility champions in three months by working collaboratively with Corporate Communication and Diversity, Equity, and Inclusivity teams.
- Implemented automation to capture key metrics, enhancing the efficiency of the summative testing data analysis process, and delivered the report one week ahead of schedule.
- Expanded the Patient Portal participant pool by launching an online survey on Patient Dashboard satisfaction, engaging over 10,000 participants in one month.
- Conducted a comprehensive accessibility audit for 6 products spanning mobile, web, and desktop platforms within the NextGen portfolio, ensuring compliance and improving user experience.
- Created an accessibility plan for Patient Portal and led the team to independently remediate 65% of identified accessibility issues within 6 months through coaching and mentoring.
- Collaborated in a 6-member team to plan and conduct interactive UCD and Accessibility workshops, engaging 100+ contributors and 10 senior leaders.
- Built a searchable repository for cross-functional teams in Confluence, simplifying access to personas, journey maps, and user scenarios.

**UX Researcher** - NextGen Healthcare

05/2014 - 09/2017

- Collaborated with a 3-researcher team to conduct annual summative testing, each with 30 participants, to pursue and maintain the Meaningful Use certification for NextGen Enterprise EHR.
- Led a team of three designers in conducting an accessibility audit to the NextGen Enterprise Patient Portal website.
- Performed continuous rapid usability and benchmark testing for three products, including Enterprise EHR, Practice Management and Patient Portal, aligning design and user needs.

**UX Designer** - NextGen Healthcare

07/2012 - 05/2014

- Created wireframes, click-through prototypes and high-fidelity design comps for an enterprise EHR software and Patient Portal website.
- Conducted usability testing using lo-fi click-through prototype.

**Senior UX Designer** - McKesson Corporation

11/2011 - 07/2012

- Interviewed stakeholders and users, created task flows, wireframes, and mock-ups, enhancing the readability of patient longitudinal data across Horizon clinical products.

**UX Designer** - MapQuest

04/2007 - 04/2010 and 05/2011 - 10/2011

- Conducted end-to-end research, resulting in a 300% increase in user engagement and an 11% reduction in revenue decline through strategic heuristic evaluation, task flow analysis and usability testing, culminating in a successful redesign of the MapQuest.com business search page.
- Conducted prototype testing for a navigation mobile app, evaluating UI and voice navigation for casual and

business users.

- Developed wireframes and high-fidelity designs for both MapQuest.com website and mobile application.

**Information Architect** - Local Matters

04/2010 – 04/ 2011

- Developed wireframes and high-fidelity designs for local directory websites.

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## EDUCATION & CERTIFICATIONS

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**Bachelor of Science, Computer Science I** Bina Nusantara (BINUS) University

**UX Professional Certificate** - Bentley University

**Certified Usability Analyst** - Human Factors International

**Measuring UX Certificate** - MeasuringU

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## TECHNICAL SKILLS

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UserTesting, Qualtrics, Optimal Workshop, Usability Hub/Lyssna, Figma, Balsamiq, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Axure, FigJam, Miro, HTML, CSS