

Kelda Baljon

Product Design



EXPERIENCE

Product Design Lead

Elemy • *pediatric behavioral health startup*

Sep 2021 - Present • 2 years • Remote

- Led teams of 3-5 designers, first within the US and later in Europe.
- Automated an extensive onboarding process, improving Elemy's contribution margin from -33% to +18% when manager of family products.
- In 6 months as a player-coach style head of design, built and launched clinical practice management product and EHR for 2 clinician roles.

Senior UX Design Consultant

PK (now Concentrix) • *design, strategy, & experience consultancy*

Nov 2020 - Sep 2021 • 11 months • Remote

- Led service design and the development of personas to help a health insurance company engage Medicare members.
- Collaborated with healthcare & retail clients to solve problems while bringing expertise on human-centered methodologies.

Senior UX Designer

Aduro • *corporate well-being & life coaching startup*

Dec 2018 - Nov 2020 • 2 years • Redmond, WA

- Identified improvements and iterated on web and mobile MVP features based on feedback and telemetry from beta launch.
- Managed 1 designer and informally led the design team of 4.
- Worked with leadership to discover new and adjacent business opportunities via UX workshops and strategy.

UX Generalist & Quality Assurance

Epic • *electronic health records industry leader*

Aug 2013 - Sep 2017 • 4 years • Verona, WI

- Grew the UX practice at Epic by mentoring 15+ UX analysts, running 30+ usability tests, and creating a clinician-facing UX lab.
- Partnered with engineers to create best-in-class software for ERs.

EDUCATION

Master of Human-Computer Interaction + Design

University of Washington

2017 - 2018 • Seattle, WA

Bachelor of Arts, Cultural Anthropology, Creative Writing

Northwestern University

2009 - 2013 • Evanston, IL

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Seattle, WA

Industry Knowledge

Wireframes

High-fidelity mockups

Interaction flows

Workshops

Ideation

Service design

User interviews

Usability testing

Research synthesis

Design strategy

Tools & Technologies

Figma

Miro

Sketch

InVision

Jira/Confluence

Lookback

User Interviews

Other Interests

Dog & cat rescue

Public health

Cooking