VIBRANT EMOTIONAL HEALTH
(Mental Health Services)

ROLE – Experience Designer   **TIMELINE** – Oct. 2023 – Dec. 2024
TEAM – Multidisciplinary team including dashboard developers, product owners, and data scientists
TOOLS – Figma, Miro, Tableau, PowerPoint, Adobe Creative Suite, Microsoft Suite

PROBLEM

Vibrant needed **clearer**, more **efficient** ways for staff and external stakeholders to access and interpret critical behavioral health data and navigate internal tools. Their systems, while rich in information, lacked **intuitive structure**, **visual hierarchy**, and **consistency**. This created barriers for internal analysts, external partners, and government reviewers.

Additionally, internal processes for reviewing and approving public-facing data were **complex** and **difficult to track**, leading to **delays** and **confusion** among teams. My work focused on bridging these usability gaps and streamlining experiences across both tools and workflows – ultimately helping the organization function more effectively and deliver better insights.

APPROACH

Usability testing + research – I led multiple rounds of user interviews and usability testing with internal and external users across roles. This included:

- Designing **test plans** and **facilitation guides** tailored to each tool or audience
- Conducting **1x1 interviews** with subject matter experts, analysts, and Vibrant employees
- Identifying **usability patterns** and **pain points** that directly shaped content layout, navigation and visual design decisions

slides from my **facilitation guide**

Dashboard UX + information architecture – Working closely with data teams and dashboard developers, I led UX improvements for multiple Tableau dashboards by:

- Reorganizing content to match **users' mental models** and reduce cognitive load
- Rewriting and restructuring **headers**, **filters**, and **modals** to increase clarity
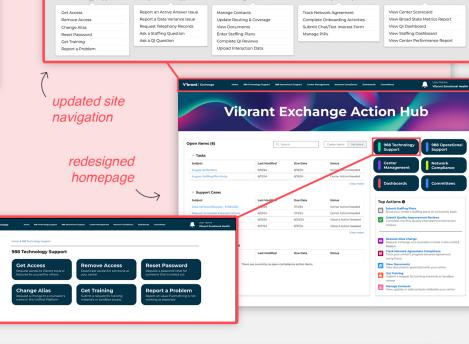- Annotating key user flows and building **mockups** to **prototype** more intuitive layouts

annotated dashboards

updated site navigation

redesigned homepage

Vibrant Exchange Action Hub

Process mapping + system redesign – I partnered with internal and client teams to map out and redesign a complex data-sharing process. My contributions included:

- Facilitating **workshops** to align on pain points and success metrics
- Developing **annotated process flows** to visualize dependencies and gaps
- Creating **discovery decks** that documented the evolution from legacy designs to research-backed proposals, highlighting **rationale**, aligning on **visual direction**, and **reinforcing decisions** across client and developer teams

Accessibility + inclusive design – Throughout the engagement, I applied WCAG accessibility standards and inclusive design principles to ensure all visual and structural improvements were screen-read and color-blind friendly. This included:

- **Color palette** adjustments
- **Labeling** fixes and **alt-text** annotations
- Structuring **interactive modals** for keyboard navigation

slides highlighting **dashboard guidelines** *and WCAG accessible* **extended color palette**

DELIVERABLES

- **20+ annotated Figma mockups** for dashboard and process improvements
- Documented **user testing reports** with themes and recommendations
- **5+ alignment decks** to simplify internal communications workflows
- **Process flows** and **journey maps** outlining the ideal vs. current state
- **Accessibility audit** summaries and corresponding **UI updates**
- **Executive-facing one-pagers** to socialize key insights and processes

OUTCOMES + IMPACT

- **Reduced friction** across internal tools by clarifying dashboards and aligning structure with users' goals
- **Improved team alignment** around complex review and publication workflows
- **Increased stakeholder confidence** in tools by applying user-centered design improvements
- **Elevated organizational design maturity** by modeling inclusive, research-backed, and accessible design approaches
- **Empowered future iterations** by providing design documentation, usability findings, and editable templates that extended beyond my direct contributions

REFLECTION

Vibrant was a deeply meaningful project that pushed me to operate with both agility and empathy. Navigating Tableau and data-rich content for the first time *(especially in the sensitive context of behavioral health)* challenged me to quickly level up, remain values-driven, and deliver guidance rooted in empathy and best practices.

This experience highlighted my strengths in:

- turning **ambiguity** into **clarity**
- navigating **cross-functional** environments
- **advocating** for users while meeting business and technical **constraints**
- translating **research** into **action**, even in highly regulated spaces

I'm proud of the foundation I helped set – both in terms of user experience and team confidence – and I carry these learnings into every project that requires thoughtful, mission-aligned design.

FEEDBACK

"Ellen's ability to build trust with the client and team allows input to be valued, leading to smoother project execution and a more cohesive and ultimately better user experience."

– Data and Analytics Consultant at Slalom

"By using a visual approach, she makes complex information more accessible and engaging, which significantly aids in facilitating business sign-off on requirements."

– Salesforce Consultant

"Her calm demeanor helped the center user open up and trust her with their information."

– Enterprise Principal at Slalom

"Ellen collaborated effectively with both the project team and stakeholders to create a compliant and human-centered report for government audiences."

– Senior Experience Design Consultant at Slalom

"Her energy and positivity are truly contagious, fostering a collaborative and uplifting work environment."

– Salesforce Consultant