

Nkechinyere “NC” Nwoko, MSPH, MSIS

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DIGITAL TRANSFORMATION STRATEGIST

Tenacious, creative problem solver with more than 10 years’ experience leading cross-functional teams to create digital transformations connecting companies and people. Equipped with a broad background and expertise in wide-ranging service specializations across the development lifecycle, including scoping and prioritizing project needs that meet client and budget constraints; facilitating systems thinking discovery workshops using human-centered design principles; technical writing and content strategy; data-driven user, interaction, and service experience design research and strategy; operations research and spreadsheet modeling; strategic communications support; project/product management; and public speaking. Collaborative partners include universities, research groups, technology agencies, healthcare organizations, and small businesses. Core values emphasize social impact, values-based participatory action research, grounded theory, and technology equity for the betterment of the overlooked and underserved.

PROFESSIONAL EXPERIENCE

Atrium Health – Charlotte, N.C.

Innovation Engine Intern (Practicum): May – Aug. 2018

- Contributed user experience design, mHealth, and product strategy expertise to Atrium Health’s innovation team.
- Wrote white papers, led strategy sessions, conducted market research, and worked on business model innovation for social innovation, technology commercialization, maternity services, and alternative primary care model projects.

Nielsen Norman Group – Fremont, C.A.

UX Research Intern (Practicum): June – Aug. 2017

- Conducted user research on website and mobile usability issues, standards, and behaviors via eye-tracking analysis.

Caktus Consulting Group – Durham, N.C.

Digital Health Product Strategist: Jan. 2015 – Oct. 2017

- Strategy lead for \$1.5M mobile app/RCT implementation that uses gamification, grounded theory, and social networks to improve engagement in care, ART uptake, adherence, and viral suppression rates among young people living with HIV.
- Consulted with clients to develop, clarify, and prioritize product design features and process improvement needs across the development lifecycle.
- Built product roadmaps, designed user journeys, and led UX/UI design strategy sessions on cross-functional, agile (Scrum) teams for clients in need of web/mobile development, marketing, content strategy, and product design.

Ketchum South (Capstrat) – Raleigh, N.C.

Associate Digital Strategist / Digital Strategist: Jan. 2013 – Jan. 2015

- Digital strategy and UX lead for 15+ high-profile clients in the educational, healthcare, and tech industries for digital projects: websites, web apps, platform migrations, and full-scale digital campaigns.
- Conducted and analyzed user research, including stakeholder and user interviews, focus groups, and surveys.
- Partnered with Director of Digital on discovery phase deliverables including sitemaps, competitive analyses, stakeholder interviews, SEO/keyword research, and success metrics.

rAve [Publications] – Chapel Hill, N.C.

Media and Marketing Project Manager; AV Reporter: May 2010 – Jan. 2013

- Coordinated and developed both internal and external strategic communications and marketing campaigns, including website and social media efforts.
- Screen-wrote, directed, and produced educational/promotional videos: commercials, documentaries, web series, podcasts, and interviews.
- Covered emerging industry technologies via video interviews and technical writing during large and small audiovisual industry trade shows.

Stampede Presentation Products – National Tour

Seminar leader and Keynote Speaker for the Big Book of AV Tour: March – Aug. 2011

- Toured nationally as B2B digital marketing strategies keynote speaker and seminar leader during Stampede's AV dealer show.

MOLI Design – Beijing, China

Marketing and Design Assistant: June – Aug. 2009

- Pitched ideas with leadership team, created promotional materials for high-profile clients BBC, UPM, UNICEF, and Shell Oil.
- Designed cover concept, contributed to layout of *British Business in China* magazine for British Chamber of Commerce.

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL – Graduate Program

- **UNC Gillings School of Global Public Health:**
 - Master of Science in Public Health, Health Policy & Management (2022)
 - Graduate Certificate in Public Health Informatics (2020)
- **UNC School of Information and Library Science:**
 - Master of Science in Information Science, Human-Computer Interaction (2022)
- **UNC Kenan-Flagler Business School:** Adams Apprenticeship (2019)
- **N.C. Leadership Education in Neurodevelopmental Disabilities Program:** LEND-UCEDD Trainee/Fellow (2020)

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL – Undergraduate Program

- **UNC Hussman School of Journalism and Media:**
 - Bachelor of Arts in Public Relations (2010)
 - Certificate in Business Journalism (2010)
- **UNC College of Arts and Sciences Curriculum in Global Studies:**
 - Bachelor of Arts in International Studies (Economics, Trade, & Development) (2010)
- **Shuford Program in Entrepreneurship:** Minor in Social Entrepreneurship (2010)
- **UNC Kenan-Flagler Business School:** UNC Business Essentials Certificate (2010)

RESEARCH & PUBLICATIONS

Nwoko, N. (2022). Assessment of a Novel Systems Thinking Framework for Implementers of Self-Management Digital Health Interventions Targeting Young People With Chronic Health Conditions: A Critical Review Protocol. *Carolina Digital Repository*. <https://doi.org/10.17615/m99t-f225>

LeGrand, S., Muessig, K. E., McNulty, T., Soni, K., Knudtson, K., Lemann, A., Nwoko, N., & Hightow-Weidman, L. B. (2016). Epic allies: Development of a gaming app to improve antiretroviral therapy adherence among young HIV-positive men who have sex with men. *JMIR Serious Games*, 4(1). <https://doi.org/10.2196/games.5687>

LeGrand, S., Muessig, K. E., Platt, A., Soni, K., Egger, J. R., Nwoko, N., McNulty, T., & Hightow-Weidman, L. B. (2018). Epic allies, a gamified mobile phone app to improve engagement in care, antiretroviral uptake, and adherence among young men who have sex with men and young transgender women who have sex with men: Protocol for a randomized controlled trial. *JMIR Research Protocols*, 7(4). <https://doi.org/10.2196/resprot.8811>

LEADERSHIP & HONORS

- **National Association of Health Services Executives (2019):** Student Case Competition Team Lead
- **Lean Six Sigma Yellow Belt (2018):** Certified through UNC Healthcare
- **Beta Phi Mu, Epsilon Chapter (2017):** Award recipient for UNC SILS
- **Triangle User Experience Association (2013 – 2017):** Executive Council Member
- **UNC Varsity Fencing Team (Women's Sabre, 2007 – 2009):** Varsity letterman athlete
- **St. Anthony Hall Literary & Arts Social Fraternity (Delta Psi Xi) – UNC Chapel Hill**
 - **Treasurer (May 2008 – May 2009):** Managed \$30,000 budget, achieved first-ever \$3,000 per semester surplus.
 - **President (May – Dec. 2007):** Formed/enforced fraternity policies, liaison with University officials.