Nkechinyere "NC" Nwoko, MSIS, MSPH

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PRODUCT DESIGN, DIGITAL STRATEGY, & UI/UXD PROFESSIONAL

I am a digital strategy and product design expert with more than 10 years' experience turning big ideas into data-driven solutions that are delightful and intuitive to use. Organizations—from Fortune 500s to universities, hospitals, nonprofits, and startups—count on me to simplify the complex by leading cross-functional teams on agile projects spanning the full development life cycle.

PROFESSIONAL EXPERIENCE

Social Innovation Strategies, LLC – Chapel Hill, N.C.
Founder/Lead Strategist: May 2022 – Present
- Partner with local startups to provide product strategy, service/user interface/user experience design, and/or program implementation and evaluation services for organizations launching social innovation initiatives.
- Identify, research, and develop grant proposals for and in response to requests from foundations, government agencies, healthcare organizations, think tanks, and corporate philanthropies.

Atrium Health (Innovation Engine) – Charlotte, N.C.
Innovation Consultant (Graduate School Internship): May – August 2018
- Contributed best practice user experience design, digital health, and/or product strategy expertise to existing entrepreneurial social impact, commercialization, maternity care services, and alternative primary care model projects.
- Collaborated with departments and industry partners to develop and test innovative business model strategies using the JTBD framework for new programs, ventures, and products throughout the hospital system.
- Provided strategic guidance for executive leadership: white papers, strategy sessions, and market research.

UNC Behavior and Technology Lab (BATLab) – Chapel Hill, N.C.
Technology and Innovation Strategist: September 2016 – May 2018
- Provided technology protocols, service design, and data analysis for interdisciplinary technology-based research on factors impacting acquisition, transmission, and treatment of HIV and other sexually transmitted infections.
- Codified and evaluated best practice implementation and product design strategies for digital health interventions as part of the UNC/Emory Center for Innovative Technology (iTech) research and clinical trial network collaboration.

Nielsen Norman Group – Fremont, C.A.
UX Researcher (Graduate School Internship): June – August 2017
- Developed novel mobile eye-tracking standards by documenting emergent phone/tablet engagement behavior patterns.
- Conducted user research analysis on websites and mobile devices using Tobii eye-tracking software for multiple clients.

Caktus Consulting Group – Durham, N.C.
Product Strategist: January 2015 – October 2017
- Strategy and UI/UXD team lead for $1.5M project, including randomized controlled trial protocol implementation and grants management, to develop gamification mobile app that improves treatment adherence among HIV-positive youth.
- Converted research/insights to features: worked directly with clients to develop, clarify, and prioritize software, design, usability, QA, and/or process improvement needs, especially for healthcare, education, and social impact projects.
- Led product design, user experience, and user research efforts on cross-functional teams for client-facing work and internal marketing initiatives; employed human-centered design principles and agile development methodologies.

Ketchum South (formerly Capstrat) – Raleigh, N.C.
Digital Strategist II: January 2013 – January 2015
- Digital strategy and UI/UXD lead for 15+ high-profile clients in the educational, healthcare, and tech industries resulting in websites, apps, strategic communications, platform migrations, and full-scale marketing campaigns.

- Conducted and analyzed user research, including stakeholder and user interviews, focus groups, surveys, and A/B testing.
- Produced and presented discovery phase deliverables for senior leadership, clients, and customers: sitemaps, competitive/content/thematic analyses, SEO/keyword research, success metrics, journey/roadmaps, and strategy workshop insights.

rAVe [Publications] – Chapel Hill, N.C.
Media and Marketing Project Manager; AV Reporter: May 2010 – January 2013
- Managed internal and external strategic communications, marketing campaigns, and social media channels for multinational audiovisual technology manufactures, distributors, and integrators.
- Wrote, directed, and produced digital news media: documentaries, web series, podcasts, and interviews.
- Covered emerging industry technologies via live video interviews and technical/news writing during national and international audiovisual industry trade shows.
- Keynote speaker and seminar leader conveying B2B marketing strategies: toured nationally with industry partner's (Stampede Presentation Products) "Big Book of AV Tour" trade show.

SKILLS

Design Tools (Mac OSX, Windows): Adobe Creative Cloud (After Effects, Edge Animate, Illustrator, Photoshop, XD); Atlassian (JIRA, Slack, Trello); Axure RP; Figma; Google Workspace (Docs, Drawings, Drive, Forms, Sheets, Slides); Inkscape; Microsoft 365 (Access, Excel, OneDrive, OneNote, Outlook, PowerPoint, SharePoint, Teams, Word); Moqups.

Programming Languages (advanced-beginner level): HTML/CSS, JavaScript, Python.

Creative Strategy: Agile/Scrum Methodologies; Human-Centered Design; Jobs-to-Be-Done Framework; Process Improvement; Program Evaluation; Service Design; Spreadsheet Modeling/Data Analysis; Systems Thinking; User Research; Values-Based Participatory Action Research; Excellent verbal/written communication skills.

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL – Graduate Program
- **UNC School of Information and Library Science:**
    - Master of Science in Information Science, Human-Computer Interaction (2022)
- **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 Medicine:** N.C. Leadership Education in Neurodevelopmental Disabilities Fellowship (2020)
- **UNC Kenan-Flagler Business School:** Adams Apprenticeship (2019)

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)

LEADERSHIP & HONORS

- **National Association of Health Services Executives (2019):** Student Case Competition Team Lead
- **Lean Six Sigma (2018):** Yellow Belt, certified through UNC Healthcare
- **Beta Phi Mu, Epsilon Chapter (2017):** Award recipient for UNC School of Information and Library Science
- **Triangle User Experience Professionals 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.

PUBLICATIONS & APPEARANCES

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

Nwoko, N. (2017, August 15). *Design for mHealth and social justice* [Speech]. Civics: Design's Duty, #CivicsTalk by Shapes at Work. https://www.eventbrite.com/e/civics-designs-duty-tickets-35027094984

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* [Master's Thesis, University of North Carolina at Chapel Hill]. Carolina Digital Repository. https://doi.org/10.17615/m99t-f225

Nwoko, N. (2022). *The comparative effectiveness of digital health intervention implementation strategies for young people with chronic health conditions: An umbrella systematic review protocol toward the formulation of a novel systems thinking self-management framework* [Master's Thesis, University of North Carolina at Chapel Hill]. Carolina Digital Repository. https://doi.org/10.17615/trs3-b309

Nwoko, N. & Muessig, K. E. (2015, 25 April). *Hacking HIV stigma with game apps* [Speech]. Art of Cool Jazz Festival: Innovate Your Cool Conference. https://www.caktusgroup.com/talks/hacking-hiv-stigma-game-apps