

# Spencer Ash

Health Informatics |  
Product Management &  
Strategy

SpencerAsh.health

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<https://bit.ly/2HbTCp9>

Experienced Product Leader/Designer/UX Researcher with a background in health informatics, public health, and user-centered design.

My core focus is on solving mission-critical problems in the healthcare space and I am dedicated to designing innovative clinical applications that lead to positive health outcomes for at-risk patient populations. In applying user centered design principles, I seek to address genuinely meaningful and complex problems - rethinking the challenges altogether rather than simply changing the visual aesthetics of a solution.

Specializing in: Product Management, Understanding ecosystems, extracting user insights from research, product strategy, user interface design (UI), user experience design (UX), voice-user interface design (VUI), IoT/loT, information architecture, interaction design (IxD), analytics, health informatics, prototyping, usability testing.

## Experience

### HIMSS

#### 2022 Board Member, Global Professional Certification Board

Jan - Present

The Global Certification Board for Healthcare Information and Management Systems (GCB4HIT) administers the HIMSS certification programs and designs the exams. This group oversees the performance of the exams, reviews and refines test items, develops new editions of the exams, contributes to plans for marketing and promoting the certifications, and provides consultation for maintenance of quality programs.

### Trillogy Education (2U)

#### 2022 Lead Instructor, Product Management

Jan - Present

Delivering product management course curriculum, facilitating learning, and providing an outstanding learning experience for the students in Product Management Courses at Georgia Tech and University of Miami.

### ChenMed

#### 2021 Product Manager & Clinical Informatics Strategy Lead

June - Present

In my prior roles at ChenMed I was tasked with concept vision development and strategy generation. Making the transition into product management has allowed me to further drive strategy and own the product vision execution. In this role, I taken a leadership position where I am responsible for the product delivery for three out of the four agile scrum feature teams in the clinical applications development group while working closely with business/clinical stakeholders, development teams, agile project management, QA engineers, business analysts and user experience design leads on the creation of product vision, roadmaps, and in ensuring that final deliverables meet stakeholder needs.

#### 2020 Principal User Experience Designer & Clinical Informatics Strategy Lead

Oct

Functioning as the product design lead for the IT clinical applications group, my core focus in this role has been on championing the overall user experience across both clinical applications as well as consumer-facing health technologies in support of the organization's core model - including new business development in HMO, PPO, and self-funded employer health insurance areas. In addition to user experience-related work, this role also required a strategic focus where I functioned as the primary product strategist leading current and future product strategy - including product visioning, road mapping, stakeholder alignment, and leveraging the IT applications group to define the business model for the organization as it relates to health care technology in a future-forward state. This role also required me to function as the clinical informatics strategy lead, where I took on additional responsibilities to spearhead alignment with the organization's stakeholders and primary care physicians from a clinical practice and technology-oriented perspective. Although this position was defined as an individual contributor, it did require the management of several user experience designers, leadership in new employee hiring, and efforts to grow the organization's user experience and product management capacity.

#### 2020 Senior User Experience Designer

Mar

In this role, I functioned as the user experience and product strategy lead for the IT clinical applications group dedicated to developing internal clinical applications, such as the organization's bespoke EHR system and patient-facing technologies to support telehealth, remote patient monitoring, digital front-door strategies, as well as revisiting the end-to-end experience for patients as it applied to simplification of the healthcare ecosystem. In this role, I spearheaded many of the IT group's COVID-19 response projects and also conducted numerous R&D projects, in addition to enhancing the organization's product management capabilities by designing standard processes and procedures around product prioritization, product strategy, data and metrics usage to drive outcomes, quality assurance and quality control (QA/QC), and stakeholder management.

#### 2017 User Experience Designer

May

As one of two user experience designers in the organization at the time, I functioned as the primary user experience researcher within the IT clinical applications group. My core focus in this position was on the research and design of internal clinical products to support primary care physician-led care teams, where I created products within the CareSuite (EHR system) that supported both operational and clinical functional groups - including administration, nursing, and physician-focused applications.

### Joan AI

#### 2017 Lead Product Designer

Dec

In this contract role, I worked with a former Chief Medical Informatics Officer (CMIO) on several AI-first products (consumer applications) in areas such as behavioral health (ex. body dysmorphia), longitudinal (cradle-to-grave) personal health records, and even pet-health applications. Functioned as the sole product designer / user experience researcher and product manager for a globally dispersed remote development team, responsible for the overall product strategy, vision, design, and execution of several products.

### Ironhack Miami

#### 2017 Assistant Instructor - User Experience

Dec

Assistant instructor for Ironhack Miami's part-time UX design cohort. Responsible for design and user experience research instruction, grading and evaluation of student assignments, student mentoring, design curriculum development, and classroom management.

2017 Aug

# Education

- 2020 **Certificate in Hospitality Management**  
Florida Atlantic University
- 2019 **Master of Science in Health Informatics and Analytics**  
Florida International University  
Highest GPA Award | Citizenship Award | Phi Kappa Phi | Beta Gamma Sigma
- 2017 **Advanced Medical Certificate, Public Health & Epidemiology**  
University of Miami - Miller School of Medicine
- 2017 **Certificate in User Experience Design**  
Ironhack, Miami
- 2016 **Certificate in Monitoring and Evaluation**  
Unite for Sight Global Health University
- 2016 **Certificate in Global Health Technology**  
Unite for Sight Global Health University
- 2016 **Master of Professional Science in Marine Affairs and Policy**  
University of Miami - Rosenstiel School of Marine and Atmospheric Science
- 2015 **Certificate in Urban Health**  
Unite for Sight Global Health University
- 2015 **Certificate in Environmental Health**  
Unite for Sight Global Health University
- 2014 **Bachelor of Arts in Political Science**  
New York University

# Skills

User Experience Design (UX), User Interface Design (UI), User Research, Information Architecture (IA), Data Science, Voice User Interface (VUI) Design, Interaction Design (IxD), Ethnographic Research, Usability Analysis and Testing, Consumer Health Informatics, Rapid Prototyping, Applied Informatics, Data Analysis, Project Management, Product Strategy, Design Systems, Agile and Lean UX, Healthcare / Value Based Care Domain Knowledge, Public Health, Business Analysis / 6σ, Database Design

# Technical & Software

Sketch, Invision / Invision Studio, Principle, Adobe Audition, Excel, Google Analytics, Statistics and Data Science (SQL / Excel / Python / R / SAS, Tableau, Watson Analytics), Unified Modeling Language (UML), Rapidminer, EHR Design, Visio, Lucidchart, Access, Teradata, IBM Process Integration Modeler, D3.JS Visualizations

# Certifications

Certified Associate in Health Information Management Systems (CAHIMS), Certified SAFe PM/PO, Six Sigma Certified Black Belt, Scrum Master, NIH Protecting Human Research Participants, Data Science Foundations (IBM), Enterprise Design Thinking (IBM), Medical Terminology, Certified Healthcare Financial Professional (CHFP), Certified Specialist Business Intelligence (CSBI), RapidMiner Applications & Use Cases (Master), Strategic Leadership in Healthcare, Health Informatics & Technology in Decision Making, Economics of Healthcare Delivery, Agile Scrum Foundations