

**I am a sense-maker:** a conceptual thinker with a reputation for stepping beyond her role in search of meaningful innovation. I beeline for challenges that are too large to fathom but too important to ignore, and wield a trifecta of design thinking, storytelling structure, and scientific method to unpack tangled, technical problems.

## EXPERIENCE

**UPMC Enterprises, Pittsburgh, PA**  
**Associate Product Manager, Next Generation Imaging (NGI)**  
November 2016 - Present

- Defines a vision for the future of machine intelligence in medical imaging, alongside clinical & executive stakeholders.
- Assists in evaluating potential development partnerships with companies & academic researchers.
- Created a greenhouse to define product & service experiences and overcome feasibility obstacles for high value ideas.

**R&D Product Owner, NGI**  
January 2016

- Built a research application to train and evaluate a machine learning algorithm that parses the electronic medical record.
- Managed the relationship between a Pittsburgh based development team and machine learning researchers in New York.
- Aligned roadmaps and provided data & user requirements to two additional development teams.

**Senior UX Designer, NGI** | April 2015  
**UX Designer, NGI** | June 2013

- Guided design of NGI's flagship application from an idea to hi-fi wireframes for implementation by six global development teams.
- Built an application that structures lung cancer screening data, enabling longitudinal lesion-tracking.
- Wrote & illustrated a vision story to explain the imaging domain.
- Managed an external UX consultant team.

**UX Design Intern** | June 2012

- Designed Pocket Pathologist, a mobile application that allows pathologists take and send images to UPMC for consultation.

**Ping Identity, Waltham, MA**  
**Global Client Services Intern** | 2011

Produced articles and videos for the company's online knowledge base. Organized user group discussions in major US cities.

**University of Massachusetts, Amherst, MA**  
**Freelance Web Designer** | 2011

Designed a friendly interface and provided usability feedback for a tutorial that introduces students to electrical engineering.

**Onset Computer Corporation, Bourne, MA**  
**Workflow Design Intern** | 2007

**Woods Hole Oceanographic Institution (WHOI)**  
**Information Systems Assistant** | 2004 - 2005

## EDUCATION

**Carnegie Mellon**  
**MASTER OF DESIGN** | 2013  
Communication Planning & Information Design

**F.W. Olin College**  
**BACHELOR OF SCIENCE** | 2009  
Engineering, Bio-Materials

## RESEARCH

**Carnegie Mellon**  
**LVAD DECISION SUPPORT** | 2012  
Paper-prototyped a UI to guide physicians considering options for patients with heart failure.

**Harvard University**  
**IMPLICIT ASSOCIATION TEST** | 2009  
Coded an implicit association test (IAT) used in a study of gender-based color preferences.

**F.W. Olin College**  
**AUTOMATED TUBERCULOSIS DIAGNOSTIC** | 2006 - 2008  
Prototyped a portable device & image processing algorithm to identify tuberculosis on microscope slides.  
**Awarded a \$17,250 NCIIA grant.**

## TOOLBOX

### UX RESEARCH

contextual inquiry, think-aloud protocols, card sorting, journey-mapping, participatory design, custom tools

### NARRATIVE

written, visual & interactive: scripts, storyboarding, twine, reactivation

### CONCEPT DESIGN & ILLUSTRATION

Adobe CS, pencil & paper

### INTERACTION DESIGN, DATA VISUALIZATION, & PROTOTYPING

Axure, HTML/CSS, Processing, Solidworks, Omnigraffle

### SPRECHEN SIE DEUTSCH? ICH AUCH!

## AWARDS

**UPMC Award for Commitment & Excellence in Service (ACES) | 2015**  
A peer-nominated honor given to less than 1% of employees each year.

## PUBLICATIONS

Chabot, B., Gandhi, P., Glanville, L., Lefbad, H., Lee, V., & **von Reden, A.** (2009). **CloudBlue Technologies: Product Innovation from Electronic Waste.** 2009 SCOPE Projects. Paper 12. ([http://digitalcommons.olin.edu/scope\\_2009/12](http://digitalcommons.olin.edu/scope_2009/12))

**von Reden, A.** (2013). **narRecuperate: Giving patients agency in healthcare by constructing actionable stories from data.** (<http://repository.cmu.edu/theses/40>)

Hartman, D.J., Parwani, A.V., Cable, B., Cucoranu, I.C., McHugh, J.S., Kolowitz, B.J., Yousem, S.A., Palat, V., **von Reden, A.**, Sloka, S., Romero Lauro, G., Ahmed, I., & Pantanowitz, L. (2014). **Pocket pathologist: A mobile application for rapid diagnostic surgical pathology consultation.** *Journal of pathology informatics*, 5.

Lalithsena, S., Tari, L., **von Reden, A.**, Wilson, B.J., Kolowitz, B.J., Kalafut, J., Gustafson, S., & Sheth, A. (2015). **Feedback-Driven Radiology Exam Report Retrieval with Semantics.** IEEE International Conference on Healthcare Informatics (ICHI) 2015. Dallas, TX.

Kolowitz, B.J., Lichtenstein, M., **von Reden, A.**, Wiancko, E., DeSensi, F., Patel, K., Wang, W., Wilson, B.J., Anantharaman, V., Deible, C. (2015). **An Investigation of radiologist EMR usage at a large multi-facility payer-provider healthcare organization.** Radiological Society of North America (RSNA) 2015. Chicago, IL.

Taylor, J., Kolowitz, B.J., **von Reden, A.**, Deible, C. (2015). **Radiologist acceptance of structured reporting tool for lung cancer screening.** Radiological Society of North America (RSNA) 2015. Chicago, IL.

Tari, L., Mulwad, V., **von Reden, A.** (2016) **Interactive Online Learning for Clinical Entity Recognition.** HILDA 2016: Workshop on Human-In-the-Loop Data Analytics. San Francisco, CA.

## PATENTS

**von Reden, A.L.** 2014. **Radiology Patient Library Interface Combining Comparison Information with Feedback.** U.S. Patent Application No. 14/554,878, filed December 17, 2014. **Patent Pending.**

McConnell, K.A., Mendoza, G.M., **von Reden, A.L.**, DeSensi, F., Pigg, B., Hopkins, G., Butler, M., Kaess, X.C., Shrestha, R. 2014. **Radiology Desktop Interaction and Behavior Framework.** U.S. Patent Application No. 14/554,637, filed December 17, 2014. **Patent Pending.**

Mendoza, G.M., **von Reden, A.L.**, Pigg, B., Shrestha, R. 2014. **Graphical User Interface for a Display Screen or Portion Thereof.** U.S. Patent Application No. 29/510,283, filed December 30, 2014. **Patent Pending.**

Tari, L.B.N., Kolowitz, B.J., Wilson, B.J., **von Reden, A.L.**, Wiancko, E.C.N., Shrestha, R., Deible, C. 2014. **Apparatus and Methods to Recommend Medical Information.** U.S. Patent Application No. 14/554,665, filed December 18, 2014. **Patent Pending.**