

Larissa Schwartz

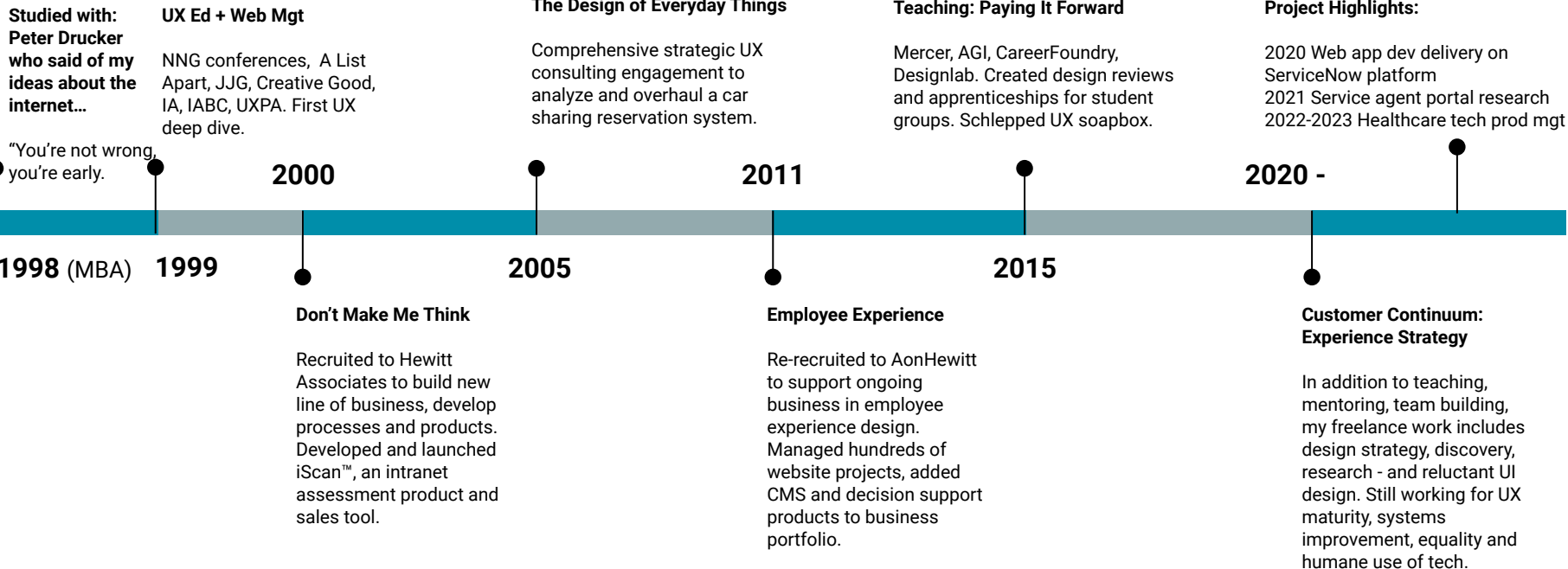
Product/Tech Mgt & Design Leadership

In these slides: overview, quick case studies, contact info

About Larissa

A generalist product manager and experience designer specializing in strategy, research, team leadership, mentoring and coaching. A servant leader who's used to rolling up sleeves to get things done, incrementally improving operations to deliver for customers of all kinds. Executive-level knowledge, line-management experience.

High Level Timeline



Sampling of orgs served



Examples of prior work

Analysis Group website overhaul, back-end publishing platform currently housing thousands of items supporting a global audience

Aon Hewitt employee portal, benefits admin system design ultimately delivered as UPoint by Alight, delivered first mobile web apps

AGI, CareerFoundry, Designlab design (UX, UI, IA) instruction, mentoring, career coaching for hundreds of students

Hewitt Associates scaled web delivery, launched new revenue streams; iScan™, an intranet audit scorecard, practice revenue up 10% year one

Moody's Analytics designed MVP as framework for developing large scale platform serving securitization business interests

PrismHR B2B, B2C, SaaS employee self service web app and admin platform currently serving millions of end users

Prudential led website design and chatbot content strategy, design and implementation to reduce inquiries across internal groups

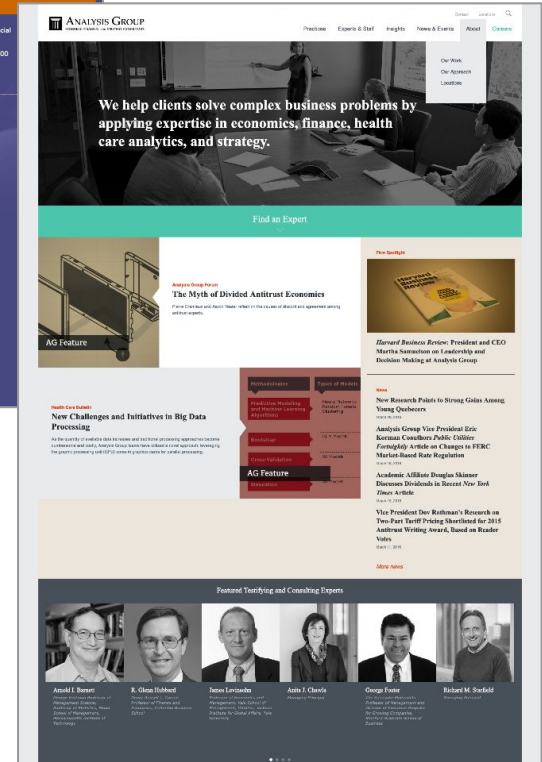
Zipcar web-based reservation system experience redesign positively impacting membership and brand loyalty

Analysis Group

SITUATION A complex consultancy needed to overhaul their web presence to align with competition and deliver thousands of published pieces online.

MY ROLE Lead Consultant & Project Manager. In addition to creating the project plan and leading the overall architecture for the redesign including associated CMS framework, I was the project manager guiding the work from concept through delivery.

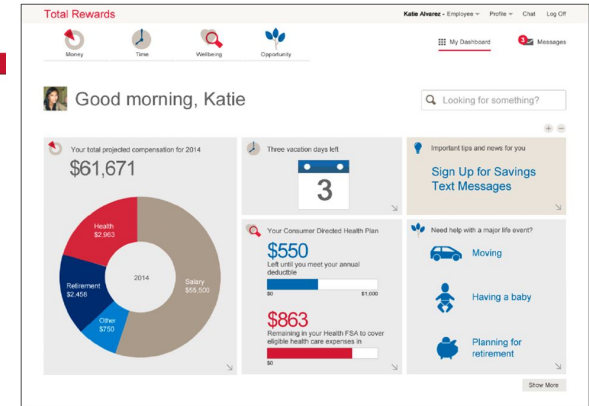
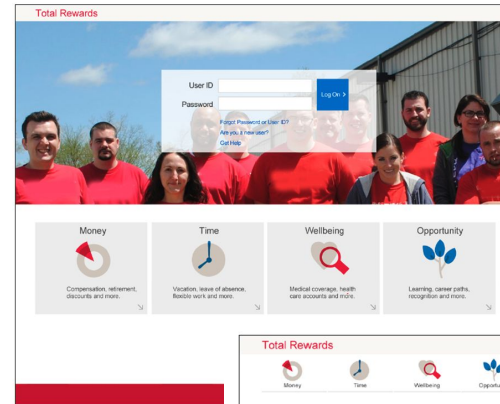
OUTCOMES The website framework provided a robust and long lasting solution for the library of content accessed by clients and prospects. The redesign won a webby award for 'best professional services website' after launch.



SITUATION Large HR consultancy needed to expand beyond benefit administration and static content websites. A small team developed a proof of concept targeting large corporate clients. The product would address the need to integrate content, personalized data in a responsive web application.

MY ROLE Design & Content Strategy. Create initial proof-of concept designs to show how the portal would address certain areas of data and emphasize the need for content to be available without logging in.

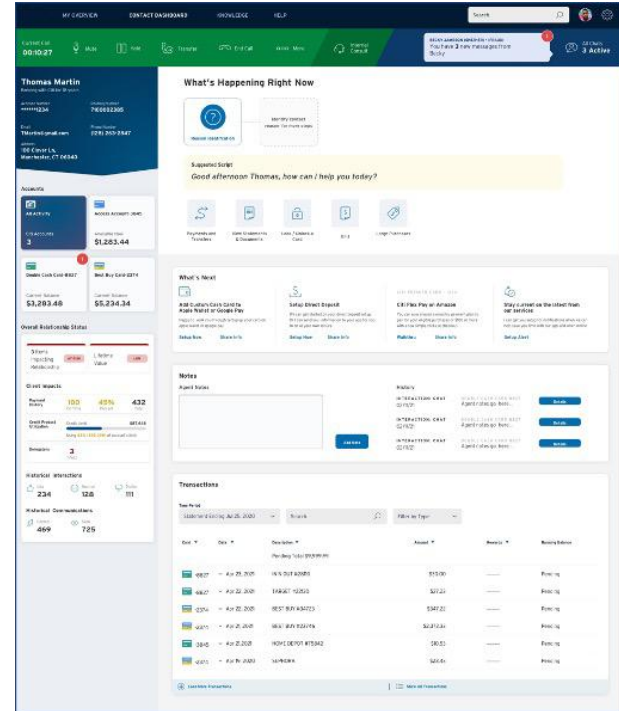
OUTCOMES Total rewards portal MVP product designed to scale into a mobile app. Key areas included pre-authenticated content and access to all employer benefit and career information anywhere, anytime. Platform (UPoint™) delivered via Alight Solutions after spin off from AonHewitt.



SITUATION Operations leadership drove an initiative designed to create a unified servicing approach. The ultimate goals included making job sharing easier, increasing customer satisfaction and identifying pain points. A desktop dashboard was envisioned as a single destination meant to deliver client-focused resolution of cases, an efficient experience and clear guidance for what matters in the moment to serve clients and reduce risk.

MY ROLE UX Strategy & Research. Created and executed a research plan to conduct multiple focus groups. Objectives: identify areas of friction, surface insights, create an action plan.

OUTCOMES Key insights (tech, knowledge management, communication, succession planning) delivered to leadership identifying areas to address prior to proceeding with a dashboard solution.



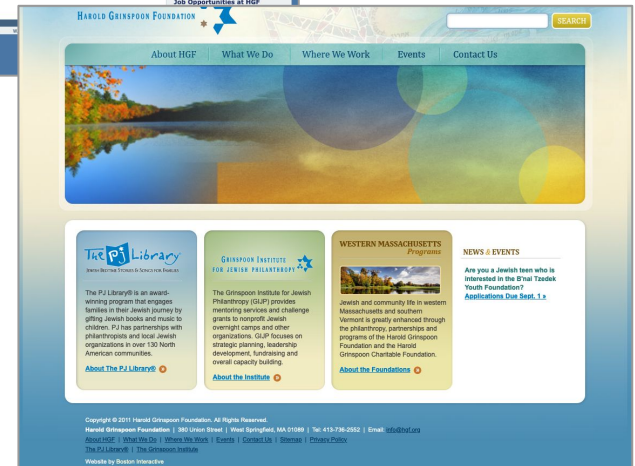
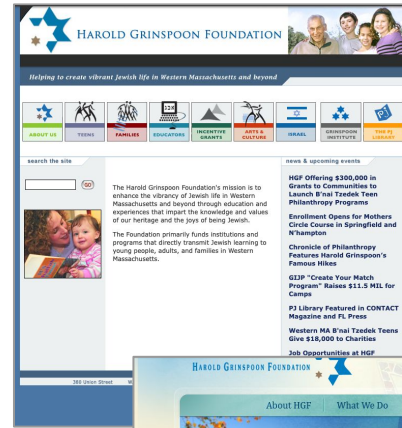
Harold Grinspoon Foundation



SITUATION A growing nonprofit with several Jewish programs including a flagship, international, community-based literacy initiative needed to rebrand and create a comprehensive web management strategy for increasingly complex organizational and user needs.

MY ROLE Lead Consultant & Project Manager. I created a strategic plan that included vendor assessments, agency interview guides and a project plan to guide decision making. Managed project from concept through implementation including recruiting for new hires.

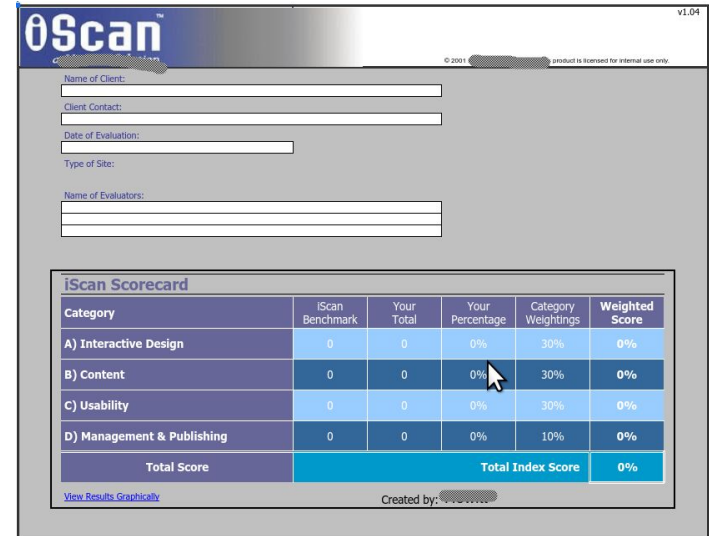
OUTCOMES A set of scalable web platforms were delivered along with a long-term management plan with appropriate personnel sourced to support ongoing operations. Trained staff managers and primary points of contact for vendors to establish ongoing support for all web properties.



SITUATION Hewitt Associates launched a web solutions practice within the communications consulting line of business to establish themselves as a premier agency for web development.

MY ROLE **Communications & Experience Design.** I created an assessment process, scorecard and reporting framework to deliver valuable insights to clients who were seeking expertise in these areas. Managed multiple website development projects simultaneously.

OUTCOMES Hewitt Associates became a leader in the area of intranet usability and user experience design. We created a process for managing web and omnichannel projects that would incorporate user centered design processes and principles. This business ultimately grew by multiples over several years and became a differentiator for the firm during their IPO and later when they were acquired by Aon.

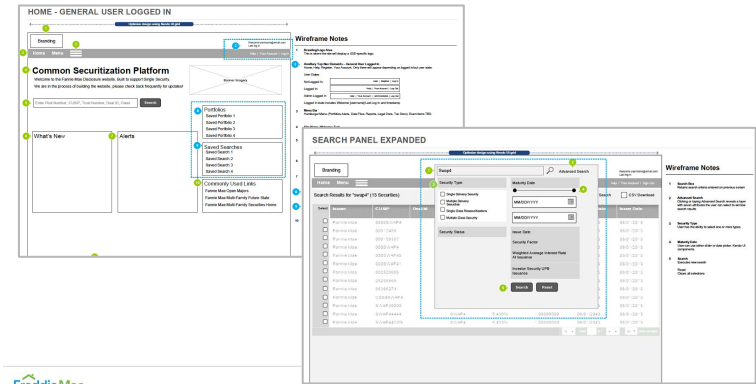


Moody's Analytics

SITUATION Moody's Analytics led the design and development for the MVP delivered to Common Securitization Solutions. This platform was designed to support the Uniform Mortgage-Backed Security (UMBS). A joint-venture of Fannie Mae and Freddie Mac mandated as part of Dodd-Frank Act of 2010.

MY ROLE UX Design Lead. Architect, direct and document details in a comprehensive set of artifacts. A single source of truth for screens, sections, user flows and complex interactions. This process resulted in a set of dev ready directional details.

OUTCOMES The MVP was developed incrementally to achieve a base product that was delivered to Common Securitization Solutions (CSS) who assumed ownership and drove product development forward.



Freddie Mac

Criteria From Search

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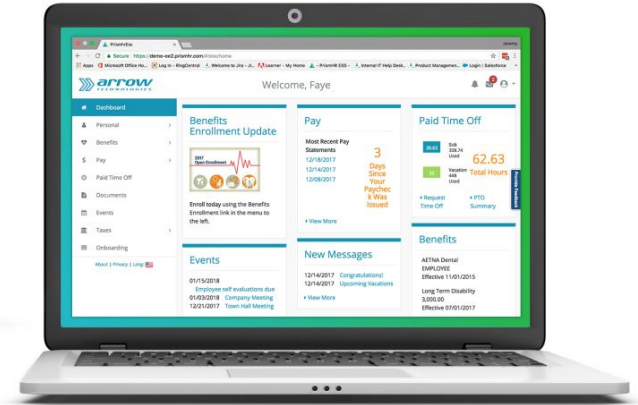
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SITUATION PrismHR provides software for human resource (HR) outsourcing providers to deliver payroll, benefits and HR services to small- and medium-sized businesses. Products used by more than 88,000 organizations to serve 2.2+ million worksite employees and support \$57+ billion annual payroll processing. B2B, B2C, SaaS.

MY ROLE UX Design & Product Manager. Led priority project, drove early stage initiatives, infused design process into agile product management approach, tripled team size and operationalized design and development.

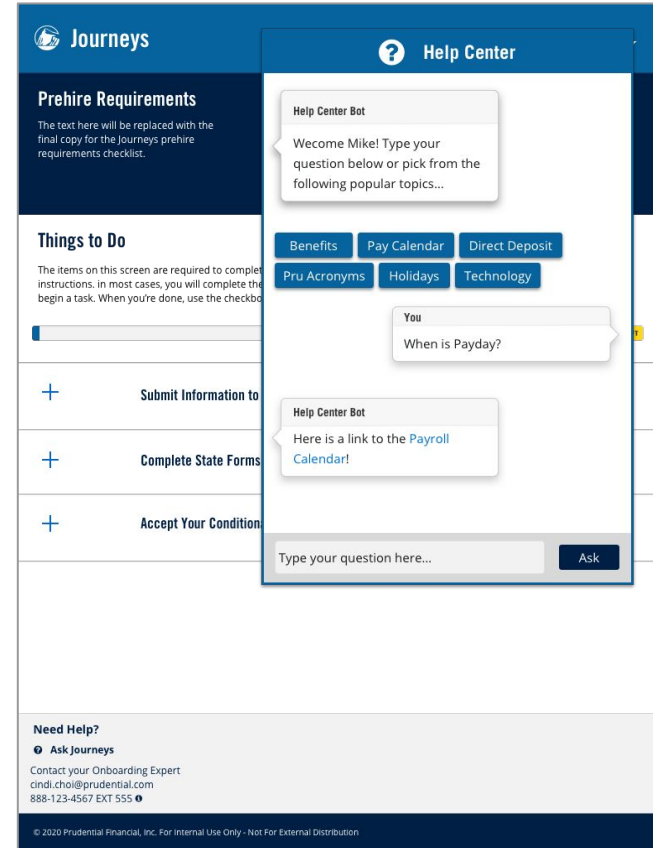
OUTCOMES Delivered responsive web app in six months with desired features such as support for Spanish, employee self-service access, manager configurability and technical extensibility. Decreased customer acquisition lead times to rapidly increase market share and meet ambitious growth goals.



SITUATION New employee experiences (pre-hire tasks, onboarding, orientation) weren't going well so in early 2020 a team formed to create an online resource for this - and a broader employee experience vision. At the same time, Scrum was introduced, then a pandemic sent everyone home. The tech included Workday integrations and new ServiceNow implementation.

MY ROLE UX & UI Design, Agile Coach. Guided newly formed Scrum team in developing and delivering incremental value to end users. Redesigned all assets to align with brand guidelines and design system. Created chatbot content strategy, ongoing management plan. Aligned user stories with vision.

OUTCOMES Addressed usability and brand alignment issues, produced responsive designs for all unique screens and elements. Chat feature reduced inbound HR queries. Tools and resources increased onboarding efficiency and comfort level for new employees.



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