

# R.J. RAUSO

PRINCIPAL UX DESIGNER | UX STRATEGIST

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## PROFESSIONAL SUMMARY

Principal UX Designer with 22+ years of experience optimizing user-centered digital experiences in healthcare, advertising, and eCommerce. Known for transforming complex challenges into measurable outcomes, most recently at Blue Cross Blue Shield, driving a 60% to 92% conversion lift, 50% traffic growth, and 20% fewer support calls through data-informed design.

### Specialized in:

- Enterprise product UX for healthcare + regulated industries
  - Converting organizational complexity into intuitive digital service
  - Rapid delivery cycles using modern design systems + AI tooling
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## TECHNICAL SKILLS

- **UX Strategy & Research:** Lean UX, Design Thinking, usability testing, user interviews, surveys, card sorting, journey mapping, personas, heuristic evaluation, Custom AI-Agents
  - **Analytics & Optimization:** Google Analytics 4, custom event tracking, A/B testing, Hotjar, Microsoft Clarity, custom dashboards
  - **AI-Augmented Product Design:** ChatGPT, Claude, UXPilot, Magic Patterns, AI-assisted wireframing, prototyping, design-to-code evaluation
  - **Design Systems & Tools:** Figma (Variables, Auto-layout, DevMode), Sketch, Zeplin, Adobe Creative Suite (XD, Photoshop, Illustrator), Atomic Design, responsive components
  - **Accessibility Standards:** WCAG 2.1 AA compliance, inclusive design, screen reader testing
  - **Development Alignment:** HTML/CSS, JavaScript/jQuery, Material Design, Bootstrap, Tailwind, Agile/SAFe methodologies
  - **Prototyping & Wireframing:** Low- and high-fidelity prototypes, interaction design, user flow optimization
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## EXPERIENCE

Blue Cross and Blue Shield of Nebraska – *Omaha, NE*

**Principal UX Designer (Senior UX Designer title held internally)**

**2012 – 2025**

UX lead for secure self-service experiences across web and mobile, serving 1M+ users spanning Medicare Advantage, Individual & Employer groups, brokers, and educator networks.

- Reduced member portal support calls by 20% through user-centered design and iterative usability testing, enhancing accessibility across web and mobile.
- Partnered with security, compliance, and legal stakeholders to design HIPAA-compliant authorization and identity verification workflows across multiple frameworks.
- Led Coordination of Benefits flow redesign (2019–2022), driving 60% to 92% conversion lift, saving costs by optimizing claim coverage.
- Boosted registration flow completion by 40% by redesigning onboarding, moving MFA to reduce drop-off, informed by user testing insights.
- Built BCBSNE's first behavioral analytics framework with Google Analytics 4, Hotjar session recordings, CX surveys, and custom dashboards, increasing task completion by 93% over stakeholder assumptions.

- Accelerated design-to-development velocity by 33% by creating a scalable Figma-based atomic design system (Variables, Auto-layout, DevMode), ensuring WCAG 2.1 AA-compliant, responsive experiences across 3+ enterprise portals.
- Reduced Medicare Advantage Prior Authorization form submission bounce rate from 96% to 5% using AI-accelerated prototyping (ChatGPT, Claude, UXPilot, Magic Patterns).
- Championed Lean UX, Design Thinking, and WCAG 2.1 AA accessibility standards, mentoring developers and product owners on user-centered design and data-driven decision-making.
- Aligned cross-functional stakeholders to integrate business, compliance, and technical requirements into scalable UX standards.
- Developed responsive UI with HTML/CSS and JavaScript/jQuery (2012–2017), integrating user-centered designs for seamless front-end implementation.
- Mentored developers and product owners on user-centered design, WCAG 2.1 AA standards, and data-driven decision-making in Agile environments.

DAAKE – *Omaha, NE*

**Senior Interaction Designer**

**2010 – 2012**

- Led end-to-end UX projects for clients like First National Bank, conducting discovery workshops, prototyping, usability testing, and development coordination.
- Managed cross-functional teams and offshore contractors, mentoring junior designers to meet tight deadlines and quality standards.
- Streamlined collaboration processes, improving project throughput and stakeholder alignment.

Ervin & Smith – *Omaha, NE*

**Senior UX Designer & Art Director**

**2007 – 2010**

- Led digital creative for clients like TD Ameritrade, Suze Orman, and Healthways, delivering award-winning, user-centered designs.
- Directed and mentored design teams, establishing usability and accessibility standards to enhance cross-channel engagement.
- Introduced modular email templates, reducing production time and costs while maintaining brand consistency.

Oriental Trading Company – *Omaha, NE*

**Web Designer**

**2003 – 2007**

- Designed high-traffic eCommerce pages and checkout flows, co-developing a site redesign with an 88% customer approval rating.
- Conducted usability testing and A/B tests to optimize navigation and conversion rates.
- Aligned visual design with marketing goals, strengthening accessibility and front-end consistency.

**EDUCATION**

**Bowling Green State University – *Bowling Green, OH***

**2003**

- BFA – Bachelor of Arts & Sciences, Digital Design
- Coursework in Interaction Design, User Research, and Visual Design, Software Development