

CHANTELLE BUTLER, UXC

Consumer Health Product Design & Leadership

Trust-sensitive journeys, decision support, and human-centered systems

Design Lead, Consumer application
Maven Clinic

PORTFOLIO NOTE

The work summarized here involves public health and government systems. To protect customers, partners, and implementation details, this document uses sanitized descriptions and simplified, non-production visuals. Additional work samples and design rationale can be shared in a conversation.

Olympia, WA | chantelle.butler@gmail.com | (719) 321-0808

Portfolio at a glance

I lead design in moments when people need to understand something difficult, make a consequential health decision, or move through a system that was not built around their mental model. I work as a player-coach: clarifying the problem, connecting evidence to strategy, shaping the experience, testing it, and helping design, product, and engineering teams deliver it well.

20+	8+	1 to 8	60+
Years in UX and design	Years in health and human services	UX practice growth	Websites and digital products

A practical product design loop



Customer evidence stays connected to product strategy, UI decisions, engineering delivery, and iteration.

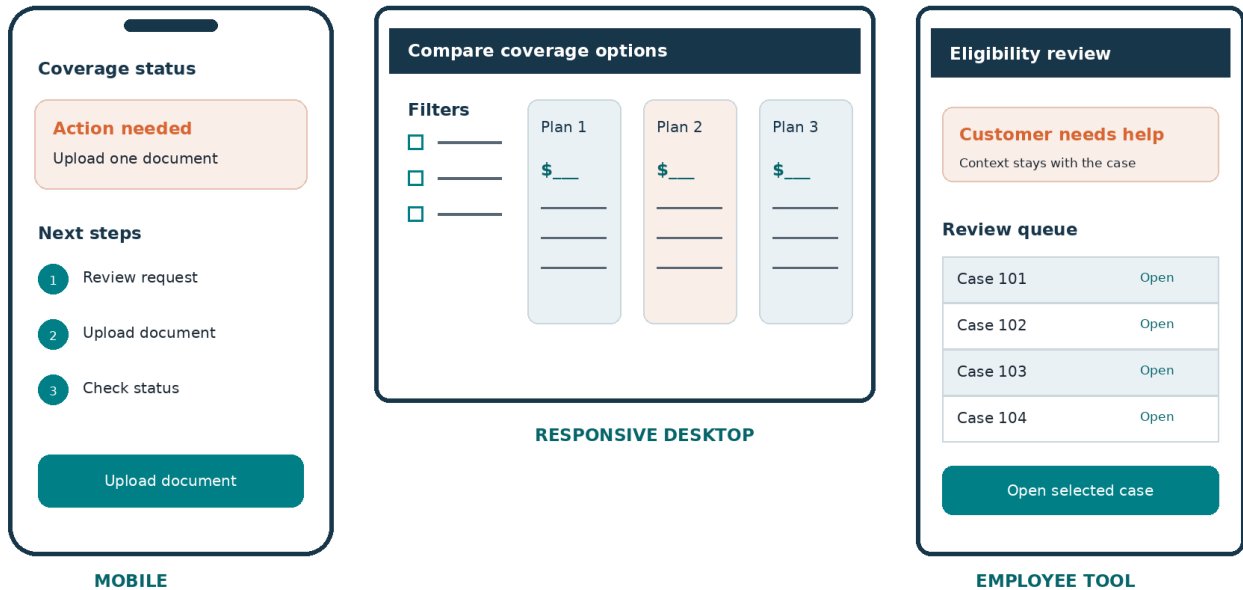
WHAT I BRING

- Player-coach leadership across discovery, research, service design, responsive product design, prototyping, delivery, and iteration.
- Experience with consumer health decisions, complex data, eligibility, enrollment, account management, and employee support workflows.
- A strong working partnership with product, engineering, operations, leadership, research, content, accessibility, policy, and vendors.
- Design systems, enterprise standards, mentorship, and governance that help teams move faster without lowering the quality bar.
- A practical approach to ambiguity: make assumptions visible, identify what must be learned, and create just enough fidelity to support the next decision.

Selected interaction artifacts

My work spans responsive consumer experiences and the employee tools that support them. These simplified views show the types of interface and interaction artifacts I led or created, redrawn to protect customer data and implementation details.

Sanitized, representative product design artifacts



Redrawn for public sharing. These are not production screenshots.

DESIGN RANGE REPRESENTED

- Responsive information hierarchy, navigation, progressive disclosure, and data comparison.
- States, feedback, calls to action, error prevention, recovery, and accessible component behavior.
- Employee work queues, case context, cross-channel continuity, and clear handoffs to human support.
- Low-fidelity exploration, high-fidelity Figma UI, prototyping, annotations, design QA, and design-system reuse.

CASE STUDY 01

One marketplace, many consequential moments

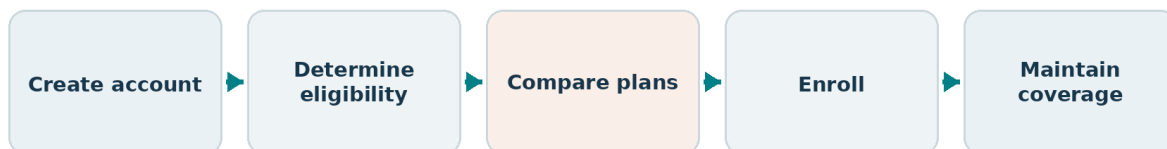
Washington Healthplanfinder experience modernization

ROLE	Senior UI/UX Designer, then Senior UX Manager and enterprise UX lead
SURFACES	Responsive consumer web, account tools, employee and assisted-support workflows
METHODS	Research, analytics, journey mapping, IA, wireframes, UI design, Figma prototyping, accessibility, design QA

THE DESIGN CHALLENGE

Washington Healthplanfinder supports a long and highly regulated journey, from creating an account and establishing eligibility to comparing coverage, enrolling, providing documents, and maintaining coverage over time. Customers experience it as one service even though the work crosses policy, data, operations, content, engineering, customer support, and multiple programs.

One connected health coverage journey



Policy, operations, content, technology, customer service, and design must move together.

WHAT I DID

- Led the experience strategy and design direction across account creation, eligibility, plan shopping, enrollment, document verification, correspondence, and account management.
- Created and reviewed responsive flows, wireframes, prototypes, accessible UI patterns, content hierarchy, annotations, and implementation details at the fidelity needed for the decision.
- Used customer interviews, usability testing, analytics, accessibility reviews, and service blueprinting to identify root causes rather than treating every problem as a screen-level issue.
- Worked with product and engineering to resolve edge cases, acceptance criteria, component behavior, and design quality during delivery.

IMPACT

The work established a durable in-house product design practice and helped new programs and policy changes fit into a consistent, familiar experience. The product could evolve without asking customers to relearn the service each time the rules changed.

Maven connection: Consumer health access, eligibility, activation, responsive UX, accessibility, and ownership from concept through iteration.

CASE STUDY 02

Turning health plan data into an understandable choice

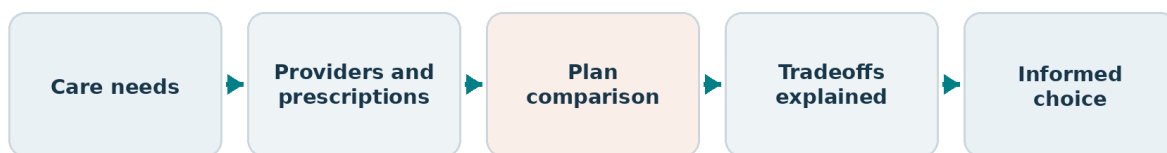
Smart Planfinder decision support

ROLE	Directed product design and implementation
PRODUCT	Responsive decision-support experience within Washington Healthplanfinder
INPUTS	Providers, prescriptions, expected care use, customer preferences, plan data, and cost information

THE DESIGN CHALLENGE

Health plan comparison is a data problem and a confidence problem. People must weigh premiums, deductibles, providers, prescriptions, expected use, and personal preferences, often under time pressure and with incomplete information. Adding more data can make the decision harder if the product does not explain how the recommendation was formed.

Turning complex data into an understandable decision



Progressive disclosure, transparent assumptions, accessible language, and clear recovery paths build trust.

DESIGN DECISIONS

- Organized inputs around the questions customers naturally ask instead of the structure of the underlying data.
- Used progressive disclosure so people could compare key differences first and explore detail when it was useful.
- Made assumptions, limitations, and tradeoffs visible enough to support trust without overwhelming the primary task.
- Balanced customer needs with data quality, explainability, accessibility, operational readiness, and implementation constraints.
- Connected research and usability findings to product priorities and implementation decisions rather than treating testing as a final approval step.

IMPACT

Smart Planfinder translated several sources of health and preference data into a decision-support experience designed to help customers compare plans and understand meaningful differences. The design treated explainability as part of usability.

Maven connection: Directly relevant to helping members compare options, understand costs and tradeoffs, and make confident health decisions.

CASE STUDY 03

Connecting consumer and employee workflows

Integrated Eligibility and Apple Health modernization

ROLE	UX and HCD strategy lead across agencies, product teams, vendors, and delivery partners
SURFACES	Consumer self-service, eligibility worker tools, communications, verification, and assisted support
METHODS	Service blueprinting, workflow and journey mapping, research, concept validation, flows, prototypes, and prioritization

THE DESIGN CHALLENGE

Integrating Medicaid eligibility required more than a customer-facing form redesign. A change to one question could affect policy interpretation, federal data exchange, worker review, verification, notices, customer support, downstream coverage, and the information customers needed to provide. The consumer and employee experiences had to be designed as one connected system.

A shared model for consumer and employee work



Research and service blueprinting exposed dependencies, handoffs, edge cases, and opportunities before development.

WHAT I DID

- Created a shared experience model so policy, program, product, architecture, research, design, and engineering teams could see the same journey and dependencies.
- Used flows and prototypes to validate rules, identify edge cases, clarify requirements, and expose upstream and downstream impacts before development.
- Directed inclusive research with older adults, people with disabilities, caregivers, and customers who needed assisted or low-digital-access pathways.
- Connected front-stage interactions with worker activities, data, systems, communications, and handoffs through service blueprinting.

IMPACT

The visual models gave teams a practical way to test assumptions and resolve complexity earlier. They supported clearer product decisions and reduced the risk of improving one touchpoint while creating friction somewhere else.

Maven connection: Eligibility and access journeys, cross-functional system complexity, assisted support, and design that moves from future state to buildable detail.

CASE STUDY 04

Scaling quality through shared design foundations

Design system, research practice, and experience governance

ROLE	Founder of the in-house UX practice, design leader, mentor, and design system sponsor
SCALE	Practice growth from one UX role to eight designers and researchers
FOCUS	Reusable components, accessibility, research operations, design review, standards, and cross-product consistency

THE DESIGN CHALLENGE

A growing product portfolio cannot rely on individual designers remembering every pattern or solving the same problem repeatedly. The organization needed shared foundations that made good decisions easier while still allowing teams to respond to the needs of each product and audience.

Scaling product quality through shared foundations



The system supported speed and consistency without removing room for product judgment.

WHAT I PUT IN PLACE

- Created the organization's first design system and cross-functional development framework, including reusable interaction patterns and accessibility expectations.
- Established research cadences, a research repository, experience reviews, and clearer checkpoints between product definition, design, and delivery.
- Coached designers, researchers, product owners, analysts, and leaders in human-centered design methods and evidence-based decision making.
- Founded a customer experience community of practice and an annual State of UX learning forum to make product and customer evidence easier to understand and reuse.
- Mentored team members while providing direct design direction and quality review across priority work.

IMPACT

Shared patterns and operating practices improved consistency and moved customer insight earlier in planning and delivery. The design system became part of how teams made decisions, not simply a component library.

Maven connection: Player-coach leadership, senior designer and researcher development, design systems, research operations, and a consistently high quality bar.

CASE STUDY 05

Designing automation without losing trust

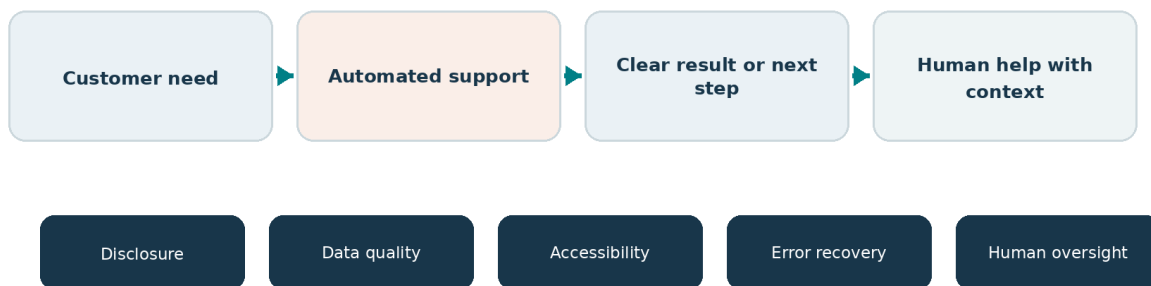
Federal eligibility, verification, messaging, and future service concepts

ROLE	Experience strategy and design lead
WORK	Automated document verification, facilitated enrollment, two-way text and email, content modernization, and AI-enabled concepts
DESIGN LENS	Transparency, data quality, accessibility, error recovery, escalation, privacy, and human oversight

THE DESIGN CHALLENGE

Automation can remove effort, but it can also hide how a decision was made or leave a person stranded when the data is wrong. In public health and benefit services, those failures have real consequences. I approached automation as a service design problem, not only a technology feature.

Automation is only useful when the service remains understandable and recoverable



HOW I APPROACHED THE WORK

- Started with the customer and operational need before selecting a technology or automation pattern.
- Defined disclosure, confidence, correction, failure states, and escalation as part of the experience rather than exception handling.
- Used research with diverse communities and trusted navigators to understand language, cultural, digital-access, and trust barriers.
- Connected automated and assisted channels so a customer could reach knowledgeable help without losing context or repeating the entire journey.
- Evaluated future AI-enabled opportunities against customer value, feasibility, privacy, fairness, accessibility, explainability, and sustainability.

WHAT I WOULD BRING TO MAVEN | A player-coach approach that keeps strategy and craft connected: frame the member problem, prototype far enough ahead to make the opportunity concrete, test the riskiest assumptions early, coach the team through tradeoffs, and protect trust, clarity, and accessibility through delivery.

I would welcome the chance to walk through these examples, show additional artifacts at an appropriate level of detail, and discuss how I would approach Maven's consumer health, access, payment, trust, and member-experience challenges.