

Shelley Hoff

CONTACT

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EDUCATION

University of California,
Santa Barbara

BA in Anthropology
Lambda Alpha Honors

California State University,
Fresno

BA in Interior Design
Phi Kappa Phi Honors

SKILLS

Research & Analysis:

- Mixed-method research design (qualitative and quantitative)
- Data synthesis
- Ethnographic Research and in-depth interviews
- Survey design and analysis (Qualtrics)
- Usability Testing
- Measurement frameworks and success metrics

Human Centered Design:

- Design strategy and problem solving
- Service blueprinting
- Journey mapping
- Workshop facilitation
- Physical prototyping
- End-to-end experience transformation

SUMMARY

Innovative lead service designer and human insights expert with over a decade of experience conducting mixed-method research and root cause analysis to transform customer experiences across healthcare and retail sectors. Proven track record of translating unmet needs into actionable, data-driven insights that deliver measurable business impact and improve organizational outcomes. Recently served as Human Insights Lead at Risant Health, where I guided research strategy for value-based care product development and mentored cross-functional teams in human-centered design methodologies.

EXPERIENCE

Human Insights Lead

Risant Health, Jan. 2025 - Sep. 2025 (Position eliminated in re-org)

As the Human Insights Lead at Risant Health, I was responsible for guiding the strategy and execution of research to inform product design in value-based care. In this role I led research teams, uncovered deep insights about patients, clinicians, and health plan participants through root cause analysis, and translated findings into actionable strategies that supported innovation and measurable business outcomes. Additionally, I acted as a thought partner and mentor for team members, collaborated across disciplines, and ensured research was integrated throughout the product development lifecycle.

- Led user research (30+ in-depth ethnographic interviews) related to product development, contextualization and deployment to identify root causes of patient and clinician challenges, translating findings into actionable insights that drove product strategy and measurable improvements in care delivery outcomes.
- Translated complex clinical, operational, and business needs into human-centered strategies and solutions to improve outcomes, experiences, and value.
- Served as consulting partner to senior leadership, facilitating strategic problem-solving sessions and guiding stakeholders through research-to-action processes that addressed ambiguous and complex problem spaces.

Senior Service Designer

Kaiser Permanente, 2022 - 2025

As a senior service designer, I was responsible for leading internal consulting projects; quickly developing a deep understanding of the project topic area, understanding the current state, using mixed-methods research techniques to identify problem areas and gaps, and designing new services and experiences for a variety of end-users. Additional duties included end-to-end project scoping, project plan development, providing team direction, internal stakeholder management, external vendor management, oversight of final deliverables, and presentation to senior leadership.

- Led multi-disciplinary team of 20 to develop industry leading strategies, insights, and technology and operations products and solutions to support a best-in-class patient financial experience including:
 - Journey mapping and service blueprinting of existing end-to-end patient experience and systems interactions revealing critical pain points and moments that matter.
 - Root cause analysis through ethnographic interviews with 30+ patients identifying unmet needs related to billing transparency
 - Insights from in-depth ethnographic interviews with patients.

- Blue sky financial experience demo, demonstrating future state vision.
- 3-year product roadmap including experience areas, priority products, MVP, and defined success metrics.
- Governance structure and measurement framework to evaluate outcomes and support cross-functional long-term development.
- Outcomes and evaluation strategy for proposed product roadmap
- Led multi-disciplinary team of 45 to create data-driven strategies and insights to improve patients' understanding and utilization of their benefits. Multiple implementations underway across the organization.
- Led small team of designers and specialists to map KP's end-to-end cancer experience and develop a roadmap of six initiatives to deliver a cohesive and stress-free experience where patients feel supported. synthesizing insights from journey mapping, stakeholder interviews, and quantitative patient data to deliver cohesive, stress-reducing experience improvements.
- Led design and construction of the Garfield Innovation Center tour experience, conducting user research with key customer segments and developing experience design principles that communicated KP's innovation story through immersive, high-impact exhibits.

Service Designer and Design Program Manager

Kaiser Permanente, Oakland, CA 2016 - 2022

As a service designer and design program manager, I was responsible for supporting and co-leading internal consulting projects using a variety of research approaches to generate actionable insights for strategic decision-making across diverse teams and departments.

- Co-led quant and qual consumer research and developed insights and recommendations that helped shape a wide range of strategic priorities including digital wellness, curriculum and student experience for the Bernard J. Tyson School of Medicine.
- Contributed to recommendations addressing COVID-19 vaccine mindsets utilized by many organizations including the White House.
- Contributed to the development of an award-winning COVID-19 home prevention program.
- Designed and facilitated a series of workshops and prototyping sessions to assess the need for safety measures at Emergency Department entrances. Recommendations from the work saved the organization over \$30 million dollars.
- Planned and managed all logistics for the organization's largest in-person hackathon, Challenge Possible; orchestrated 200 participants (including CEO), over a 4-day period.

Event and Design Coordinator

Kaiser Permanente, San Leandro, CA 2014 - 2016

- Provided event set-up and coordination for the Garfield Innovation Center.
- Led work to understand key customer groups and needs and develop experience design principles for Garfield Innovation Center visitors.
- Designed and executed exhibits to showcase to showcase company innovations.
- Developed and taught curriculum for companywide Human-Centered Design Training Program.

Display Coordinator

Anthropologie, Fresno, CA 2011 – 2014

- Designed, built, and installed retail displays renowned for their creativity and ability to embody the organization's brands and a magical customer experience.
- Use personas to develop concept appropriate displays
- Displays were recognized as "best of" across the organization.

Administrative Coordinator

California State University, Fresno CA 2005 – 2011

- Responsible for budget management, operations, and administrative support for multiple health focused grant funded programs.
- Assisted with focus group interviews and research related to health in the Central Valley.