Dana Cox
EXPERIENCE DESIGN LEADER

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Background

Award-winning Experience Design leader with 20+ years creating transformative digital and brand experiences across healthcare, finance, and technology. Known for shaping emotionally resonant and business-aligned outcomes through a human-centered approach. Expert in user experience, interface design, strategic facilitation, and organizational transformation. Adept at building, guiding, and mentoring creative teams to achieve breakthrough innovation, cohesive brand expression, and user-first digital solutions. Highly skilled at facilitating design workshops that deliver measurable impact, align cross-functional stakeholders, and drive clarity from complexity.

Experience

HUMANTIV
2024-present

FOUNDER and CHIEF EXPERIENCE STRATEGIST
Founded a human-centered design studio, partnering with enterprise and growth-stage companies to tackle complex challenges through strategy-driven UX, branding, and service design, and harnessing cognitive science, behavioral insights, and neuroscience testing to craft engaging, performance-optimized experiences.

- Spearheaded branding, UX, and journey strategy engagements that unlocked measurable gains in conversion, engagement, and internal alignment.
- Delivered a full-scale brand transformation for a leading enterprise tech company, including rebranding its global conference series, supporting 8 global events, earning 250+ media mentions, and elevating the company's position in the enterprise AI space.
- Facilitated immersive, multi-day workshops that united cross-functional teams, uncovered innovation opportunities, and accelerated strategic decision-making.
- Developed Humanitiv's proprietary framework—fusing behavioral insight, strategic design, and neuroscience testing into a repeatable methodology for brand and experience transformation.

CIRCLE & SQUARE
2022-2024

CO-FOUNDER and CHIEF EXPERIENCE DESIGNER
Co-founded and scaled a human-centered design agency specializing in behavioral research, UX strategy, and digital brand transformation. Delivered measurable results for healthcare and technology clients by combining cognitive science, neuroscience, and design thinking for optimal results.

- Led end-to-end engagements encompassing user research, digital strategy, service design, journey mapping, brand development, and design systems.
- Applied cognitive science and behavioral economics to inform research and UX strategy, resulting in improved product adoption, usability, and engagement.
- Leveraged neuroscience testing to measure emotional resonance in digital content, achieving a 3x increase in emotional engagement and a 2x increase in brand association.
- Revitalized a fragmented digital experience for a leading wellness organization, driving a 55% increase in customer engagement.

- Delivered customized workshops and collaborative sessions to align stakeholders, accelerate innovation, and support strategic decision-making through evidence-based insights.

INSULET
2021-2022

SENIOR MANAGER, UX

Spearheaded experience strategy and design initiatives that illuminated patient and provider needs, uncovering critical friction points and driving impactful improvements for vulnerable and time-constrained users. These efforts led to more seamless care delivery, boosted user satisfaction, and enhanced health outcomes.

- Directed a high-performing, growth-oriented UX team across web and digital platforms, cultivating a culture of innovation, collaboration, and user-centered excellence—accelerating design velocity and improving team retention.
- Pioneered journey-based design practices, equipping cross-functional teams with tools to uncover gaps, eliminate friction, and deliver more cohesive, empowering experiences for both patients and providers.
- Evangelized design thinking methodologies and strategic frameworks that clarified user priorities, elevated team alignment, and fast-tracked decision-making around high-impact opportunities.
- Orchestrated the creation of a robust, scalable design system for Insulet's digital ecosystem and partnered with Marketing to launch elevated brand guidelines and omnichannel standards—amplifying brand consistency and driving stronger digital engagement.

JOHN HANCOCK
2014-2021

DIRECTOR, HUMAN-CENTERED DESIGN

Led the creation and expansion of a new UX practice at John Hancock, developing team culture, operational processes, and strategic offerings that elevated design's role across the organization. Advanced UX maturity by embedding research, design thinking, and journey mapping into product and service development—resulting in faster delivery, improved accessibility, and stronger cross-functional alignment.

- Led a global UX team, fostering a high-performing, collaborative culture and design operations processes that increased throughput and reduced friction.
- Launched an enterprise-wide design system that decreased design redundancy by 30% and cut production time by 40%, enabling faster, more consistent delivery across digital products.
- Designed and led "Spark Sessions", a series of strategic design thinking workshops focused on new product development, employee engagement, and risk mitigation. Created repeatable offerings and facilitated sessions internationally, driving innovation and cross-regional alignment.
- Facilitated 20+ cross-functional workshops, driving new product innovations and improving compliance across platforms.
- Conducted a comprehensive end-to-end customer journey mapping initiative—identifying over 100 critical issues, uncovering moments of friction and opportunity from awareness to policy cancellation. Targeted improvements included simplifying and refining key touchpoints to improve clarity and usability, enhancing digital interactions to drive engagement, and streamlining processes to ease operational complexity

and reduce costs. The initiative addressed 91% of identified issues and contributed to a 25-point increase in NPS, along with measurable improvements in customer satisfaction and retention.

INFLEXXION
2004-2014

DESIGN DIRECTOR: UX and BRAND
Partnered with NIH and leading pharmaceutical companies to architect groundbreaking digital health solutions that catalyzed measurable behavior change in vulnerable and underserved populations. Directed end-to-end strategy, UX, and creative execution across a portfolio of high-impact prevention and education initiatives, addressing critical challenges including substance abuse, pain management, fertility, and sexual health.

- Spearheaded the design and deployment of interactive digital interventions and learning experiences, including NIH-backed programs that empowered at-risk users with actionable insights and support.
- Built and scaled a 20-person UX team, establishing centers of excellence for User Research, UX Design, and UI Design.
- Engineered rigorous pre- and post-survey protocols to quantify impact, track behavioral shifts, and demonstrate efficacy to grant funders and stakeholders.
- Supported pharmaceutical education efforts on conditions like ADHD and pain management, helping drive awareness and responsible usage through human-centered content.
- Developed comprehensive e-learning programs for healthcare professionals, featuring video-based scenario training to model effective patient interaction and clinical decision-making.
- Guided cross-functional collaboration between engineering, marketing, and customer support to integrate human-centered design principles and enhance project lifecycles. Adapted Agile practices to fully incorporate human-centered design and research.
- Led multi-channel brand strategy and design efforts informed by user research, helping elevate the visibility and credibility of Inflexxion's digital health tools.

ILLUMINA INTERACTIVE
2001-2004

ART DIRECTOR
Led visual design strategy for award-winning digital learning products across corporate, academic, and government sectors. Created immersive, scenario-driven e-learning experiences that combined storytelling, interactivity, and gamification to enhance engagement and knowledge retention.

- Delivered highly engaging digital education solutions for clients including Boeing, Coors, and Harvard University—tailored to drive behavior change and improve learning outcomes.
- Oversaw visual design direction and collaborated with instructional designers, developers, and content strategists to ensure creative excellence and cross-functional alignment.
- Pioneered the use of scenario-based learning techniques and interactive story-telling to simulate real-world challenges and promote experiential learning.
- Maintained strong client relationships from pitch through final product.

SHOW & TELL
1998-2001

SENIOR INTERACTIVE DESIGNER
Designed innovative, interactive digital solutions for leading financial and academic clients at a pivotal moment in the emergence of digital user experience. Combined strong visual systems thinking with usability best practices to meet business goals and user needs.

- Delivered custom digital platforms for clients including State Street, Ameritrade, Standard & Poor's and Harvard's Osher Institute—balancing brand, performance, and accessibility.
- Developed cohesive visual systems, interactive flows, and identity assets aligned with user behavior and business strategy.
- Collaborated with multidisciplinary teams to prototype and launch intuitive interfaces that supported high-stakes financial decision-making and user trust.
- Integrated visual storytelling, brand clarity, and user-centric thinking into web and application design—laying the groundwork for scalable, effective digital experiences.
- Hand-coded responsive layouts in HTML and CSS to ensure design fidelity and cross-browser compatibility.
- Elevated visual consistency and design quality across projects by establishing design standards and streamlining collaboration processes.

Education

UNIVERSITY of MICHIGAN - M.Arch, ARCHITECTURE I 1994

UNIVERSITY of MICHIGAN - BA, SOCIOLOGY I 1989

HARVARD BUSINESS SCHOOL - DESIGN THINKING & INNOVATION CERTIFICATE I 2022

Engagement

- Guest Expert: Human-Centered Design, Georgetown University (2025)
- Co-Facilitator: Boosting your Pipeline: A Structured Workshop for Growing Sales Capabilities - Chief Virtual Workshop (2024)
- Speaker: Using UX to Solve any Business Problem, UXPA Boston (2022)
- Speaker: Cognition, Perception and Design, John Hancock Speaker Series (2020)
- Guest Lecturer: Modern Methods of Making: A Practical Look at UX Frameworks, Startup Institute (2019)
- Member, Massachusetts Cultural Council (2021-2024)
- Member, Chief Executive Network (2024-present)

Awards

- Stevie Awards – Bronze, Rocket Software (2023)
- Global Health Awards – Silver, Patient Experience Design (2014)
- MITX/GBCC – Silver, Infertility Source (2013)

References available upon request
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