ROSELY MARMOLEJOS

UX/UI DESIGN PROFESSIONAL

(727) 945-2655 | maxielrosely@gmail.com | LinkedIn.com/in/Rosely-Marmolejos | St. Petersburg, FL

PROFESSIONAL PROFILE

Design professional with 10 years of experience creating visual dashboards, data-informed content, and user-centered workflows across healthcare industries. Skilled at translating complex data into clear, compelling visual narratives that align strategy with organizational goals and support better health outcomes. Proven ability to collaborate cross-functionally, manage stakeholders, and deliver leader-ready reports, content, and presentations that keep teams aligned and moving forward.

CORE COMPETENCIES

- ✓ Human-Centered Design
- ✓ Visual Storytelling
- ✓ Process Improvement
- ✓ Content Management
- ✓ Cross-Functional Collaboration
- ✓ Market & Customer Insights

PROFESSIONAL EXPERIENCE

Independent Design Consultant **2026 – Present**

St. Petersburg, FL

- Designed and launched an end-to-end website and brand identity for a local business including visual design, content, and mobile responsiveness. Continuing to manage website updates and improvements.
- Earned Project Management Professional (PMP) certification through the Project Management Institute (PMI).
- Building a professional portfolio website featuring user-experience and product design case studies drawn from a career in healthcare data, program management, and visual communications.

Program Delivery Professional, Health Quality **2025 – 2026**

Humana | Tampa Bay, FL (Hybrid)

- Conducted regional market analysis across a 4-county area, translating market and customer insights into program strategy to close 100,000+ service utilization gaps and improve quality performance.
- Analyzed trends using Power BI data and created visual dashboards and leader-ready reports that surfaced high-impact opportunities.
- Owned and continuously improved internal tools and workflows that simplified processes, enhanced member experience, and strengthened overall program effectiveness.
- Partnered with cross-functional internal teams and external stakeholders to expand access to preventive care programs that supported better health outcomes and quality of life.
- Drove program initiatives by engaging individuals with identified service gaps and coordinating outreach events to improve completion rates and community impact.

Product Manager II, Health Benefits **2023 – 2025**

Humana | Louisville, KY (Remote)

- Designed a new process for creating provider directories, including 7 color-coded maps grouping service-area counties by population and proximity across market area states. Presented the visual workflow to stakeholders for approval, improving alignment with content requirements and reducing rework.
- Managed a portfolio of 35+ insurance products across multiple markets, ensuring strategy stayed aligned with organizational goals, benefit guidelines, operational readiness, and regulatory compliance.
- Led end-to-end implementation of product and benefit updates, crafting product messaging and coordinating cross-functional teams to ensure seamless rollout.
- Analyzed performance trends and customer insights to identify product gaps and translated findings into simple, compelling narratives and data-backed recommendations for portfolio enhancements.

Client Relations Liaison, Employee Assistance Programs **2021 – 2023**

BayCare Health System | Clearwater, FL (Hybrid)

- Managed relationships with 65+ contracted client/partner organizations, providing program education and delivering customized utilization reporting and market insights.
- Produced and analyzed client utilization reports and presentations to support quarterly business reviews and contract renewals.
- Created and delivered presentations and promotional content for corporate employee health fairs and community events, reinforcing a health-above-all, community impact message.
- Moderated seminars on workplace wellness topics including stress management, burnout prevention, and resilience, helping reduce the burden of complex health challenges for participants.

Administrative Assistant, Government & Community Relations **2018 – 2021**

BayCare Health System | Clearwater, FL (Hybrid)

- Designed the service and patient user journey for a hospital food insecurity initiative, targeting repeat visits among patients with chronic conditions such as diabetes and COPD by connecting them to nonperishable food resources.
- Created team presentations and visual communications, including graphics, charts, and animations, to support divisional meetings and executive-level initiatives.
- Conducted community health surveys and analyzed the results alongside hospital data in Tableau and Florida Department of Health data to design user-centered visual dashboards and infographics, directly informing the implementation of 10+ community health programs.
- Managed the All4HealthFL Collaborative website, integrating graphics and community health resources to improve public access to information.
- Coordinated clinical trial documentation for a COVID-19 convalescent plasma treatment study, managing patient consent forms and maintaining a participant tracking database, and facilitated the clinical trial contract process across all required parties.
- Assisted executives with drafting and editing memos, reports, and proposals, and supported internal and external stakeholders with project management.
- Entered and tracked strategic measures in the Clarity project management portfolio to support government relations leadership.

EDUCATION

- Bachelor's Degree in Healthcare Administration, St. Petersburg College

CERTIFICATIONS

- Project Management Professional (PMP), Project Management Institute (PMI) | 2026
- Interaction Design Foundation (IxDF), Certified Member | ixdf.org/members/rosely-marmolejos

TECHNICAL SKILLS

- Product & Data Tools: Power BI, Tableau, Asana, Qtest
- Design Tools: Figma, Adobe Creative Cloud, Canva
- Productivity & AI: Microsoft Office Suite (PowerPoint, Word, Publisher, advanced Excel), M365 Copilot, Claude

LANGUAGES

- English and Spanish