

Nami Goeku


UX Designer | Healthcare & Regulated Systems

UX Designer with three years of experience, healthcare operations background, and research training in human behavior from autism spectrum communication studies. Supporting 300+ skilled nursing facilities while designing for Medicare/Medicaid populations, city planners, and small business clients. I identify systemic design issues, navigate regulatory constraints, and advocate for accessibility in high-stakes environments. Skilled at translating technical requirements into user-centered solutions, managing non-technical stakeholders, and balancing business goals with vulnerable user needs.

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Experience

Administrative Assistant & UX Collaborator

Jan 2024 — Present

Ensign Services – Compliance Department | San Juan Capistrano, CA

Support compliance operations for 300+ skilled nursing facilities navigating Medicare/Medicaid audits where failures risk funding loss or certification.

- Manage audit workflows including claim randomization, tracking, and result compilation across 300+ facilities. Support audit readiness to mitigate financial penalties and certification risks.
- Designed information architecture for HIPAA and Nondiscrimination SharePoint sites. Organized content structure and visual layout to improve navigation for facility staff accessing compliance resources.
- Create patient-facing compliance posters explaining Notice of Nondiscrimination and Privacy Practices for elderly skilled nursing residents, using plain language and visual hierarchy to make complex information understandable for a wide range of reading levels.
- Apply UX thinking to operational challenges: redesigned compliance contact sheet, created decision tree flowcharts for HR triage workflows, and advocated for data-driven approach to nursing turnover over cultural assumptions.

UX Designer

Jul 2024 — Apr 2025

Hack for LA | LACP and LADOT | Remote

Civic tech initiative designing internal admin tools for city planners managing real estate development submissions for LA's 2030 housing initiative supporting 100,000+ planned units.

- Expanded header alignment ticket into platform-wide design system epic. Defined responsive specifications in REM units, standardized table/form components, and documented layout standards adopted by an 8-person design team across admin and customer-facing interfaces. Ensured WCAG 2.2 AA compliance.

Skills

Research & Strategy

- Mixed-Methods User Research
- Stakeholder & Workflow Analysis
- Journey Mapping
- Usability Testing
- Data-Informed Experimentation

Healthcare Domain

- HIPAA Awareness
- Medicare & Medicaid Audit Workflows
- Claims & Revenue Cycle Workflows
- Patient Rights & Compliance Materials
- Patient Care Portals

Product & Interaction Design

- Complex Workflow Design
- Information Architecture
- User Flows
- Wireframing & Prototyping
- Design Systems &

- Designed Admin Notes feature in 4-week sprint balancing development speed with user needs. Evaluated three approaches and validated the modal solution for table scannability and data loss prevention. Adapted for late-stage requirements including HTML editor and unlimited characters without extending timeline.
- Influenced product architecture by proposing dashboard tabs over separate pages. Collaborated on modal sizing standards and text truncation strategy for expanded columns.

UX/UI Designer Intern Dev Launchers | Remote

Mar 2023 — Aug 2023

Nonprofit tech community platform connecting early-career developers with real-world projects. Redesigned onboarding flow to increase user retention and automate manual processes.

- Identified retention gap in manual onboarding processes and proposed automated solution. Created Value Proposition and Impact-Effort matrices to prioritize 6 of 13 features based on technical constraints and user needs.
- Advocated for privacy-conscious design, making third-party signups optional based on user friction data. Consolidated dual progress bars and added save-state warnings after users reported overwhelming task load.
- Collaborated with the design system team on reusable components. Post-launch analytics showed a 150% increase in page views. Users rated the new flow 4.2/5 vs. 2.7/5 for the previous process (n=3 cohorts).

Freelance UX/UI Designer Self-Employed | Remote

Oct 2022 — Present

Partner with small business owners to design accessible, user-centered websites within platform constraints.

- Redesigned websites for a comic book retailer with a 20-year-old site and pool service company expanding service areas. Implemented WCAG color contrast and accessibility widgets, conducted discovery sessions, defined information architecture, and managed scope reductions.
- Navigate stakeholder requests by understanding motivations, presenting competitor examples, and outlining UX trade-offs to enable informed decisions while balancing aesthetic preferences with user needs.

Research Assistant

UCSB Autism Research Center - University of California, Santa Barbara

- Studied conversation skill development in individuals on the autism spectrum through role-playing interventions. Conducted behavioral observations and data collection to inform diverse user needs and accessible design.

Component Libraries

- Accessibility (WCAG 2.1)
- Systems Thinking
- Cross-Functional Collaboration
- Agile Methodology
- Developer Handoff

Tools & Software

- Figma
- Jira
- Miro
- AirTable
- Maze
- GitHub
- Google Analytics

Education

DesignLab
Certificate of UI/UX

**University of California,
Santa Barbara**
B.A., Double Major in
Psychology and Japanese