

Janae Horton

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Objective

A motivated self-starter with 8+ years of customer-facing experience, I specialize in assessing user needs and designing engaging, results-driven solutions. With a background in health education, UX design, and project management, I excel at creating intuitive, user-centered experiences that align with business objectives. Skilled in conducting needs assessments, developing tailored solutions, and collaborating cross-functionally, I ensure impactful, efficient implementations. Passionate about leveraging cutting-edge technologies, I continuously seek to enhance my skill set to deliver innovative, engaging experiences that drive efficiency and performance improvement. I am eager to contribute my skills to a dynamic team, creating learning experiences that foster growth, engagement, and lasting impact.

Work Experience

12/2023 – PRESENT

Health Educator **Elevance Health**

- **Upskilling & Innovation:** Obtained CURES white belt certification and developed expertise in the AI tool SPARK. Led presentations and custom demos to leadership and cross-functional teams, articulating best practices and exploring potential use cases for generative AI.
- **Needs Assessment & Solution Design:** Conducted comprehensive needs assessments to identify individual barriers, crafting tailored solutions that aligned with organizational goals and best practices.
- **Behavioral Change Expertise:** Applied motivational interviewing and active listening techniques to foster engagement, overcoming obstacles and promoting long-term behavioral change.
- **Cross-functional Collaboration:** Partnered with clinical teams to ensure seamless coordination of care interventions, aligning with member health goals and enhancing team synergy.

Work Experience

12/2021 – 04/2024

Founder/ UX Designer **Oasis Multimedia Group**

- **User Research & Data-Driven Insights:** Conducted comprehensive user research to develop personas, journey maps, and storyboards, to inform design strategies and enhance user engagement.
- **User-Centered Design & Strategy:** Collaborated with cross-functional teams to design user-centered digital products that met both user needs and business objectives, ensuring intuitive, engaging, and impactful experiences.
- **Solution Design & Problem-Solving:** Applied SWOT analysis and digital collaboration tools to identify user pain points and design effective, user-friendly solutions aligned with business goals.
- **Project Management & Cross-functional Collaboration:** Utilized project management tools to track project progress and coordinate with engineers, ensuring on-time delivery of high-quality digital products.

12/2018 – 05/2022

Sr. Health Coach **Noom**

- **User-Centered Design & Content Creation:** Designed and shared personalized learning content for clients, applying user-centered methodologies to promote behavior change.
- **Needs Assessment:** Conducted thorough needs assessments to identify client goals and pain points
- **Learning Content Development & Facilitation:** Developed and facilitated 20+ workshops on key health topics, such as nutrition, goal setting, self-care, and stress management, transforming complex content into engaging, actionable learning experiences.
- **Cross-Functional Collaboration & Continuous Improvement:** Collaborated with cross-functional teams to enhance and refine learning content, ensuring it was evidence-based and aligned with both client needs and organizational health goals.

Work Experience

06/2016 – 12/2018

Health & Wellness Coach **Lion of Judah Fitness Club**

- **Learning Content Creation & Instructional Design:** Designed and developed nutrition and wellness education materials for over 5,000 clients, ensuring content was engaging, actionable, and aligned with clients' weight loss and wellness goals.
- **Personalized Learning Experience:** Conducted needs assessments during telephonic coaching sessions, using motivational interviewing to craft customized learning plans that addressed individual barriers, fostering sustainable behavior change.
- **Learning Outcomes & Impact:** Evaluated client progress through follow-up assessments, iterating on learning content to improve engagement and health outcomes, ensuring that materials were both impactful and user-centered.
- **Cross-functional Collaboration & Continuous Improvement:** Worked closely with fitness trainers and health experts to refine educational content, ensuring evidence-based strategies were applied and that learning experiences were aligned with organizational wellness objectives.

Education

2012 – 2016

Computer Science | Minor **University of Georgia**

2012 – 2016

Nutrition Science | Bachelors of Science **University of Georgia**

Certificates

03/2025

Generative AI as a Learning Design Partner **Specialization** **University of Michigan**

03/2025

Introduction to Learning Experience Design **University of Michigan**

Certificates

2024

CURES White Belt **Elevance Health**

2022

Google UX Design **Coursera**

2017

Health Coach **Emory Continuing Education**

Tools & Technologies

Spark
Google Workspace
Articulate 360
Microsoft Office
Figma
Adobe Premier Pro
Trello
Asana
SurveyMonkey
Slack
Sketch

Methodologies & Frameworks

User-Centered Design
Agile Methodology
Design Thinking
Motivational Interviewing
ADDIE Model
Self-Determination Theory
Transtheoretical Model
Usability Testing
Design Thinking
Lean UX
Personas
Journey Mapping

Coding Languages

Javascript
HTML