

Attachment 10 includes a separate form (Excel file) for each Key Staff position and contains two (2) parts that must be completed for each proposed candidate:

Part 1 - Resume Tab

Instructions: Include a Resume for all proposed Key Staff. The template prescribes the required content that must be submitted with Proposals in response to the RFP. This format should also be used by the successful Contractor for the duration of the Agreement.

Key Staff Background: Provide Contractor name, Key Staff name, Role of Key Staff within the Contractor organization, duration (in years) in that Role and a description of the Key Staff's role within the organization,

Key Skills: Provide a summary of all skills and qualifications the proposed Key Staff candidate possesses in support of the Key Staff position.

Education/Certifications: Provide education and any relevant certifications. Start with the most recent.

Relevant Experience: This section is optional. For any Projects not cited within Part 2, contractors may provide additional Projects that illustrate experience or background to support their Key Staff candidate. Start with the most recent experience and add as many rows as necessary.

Part 2 - Key Staff Minimum Qualification Tabs (\$19 - \$23)

Instructions: Complete the Staff Project qualifications portion on each of the tabs of the form (all fields with a white background). All fields on the form must be completed, providing sufficient information to allow the Consortium to validate that the proposed Staff person meets the Minimum Qualifications (MQs).

For each Project, identify the name of the Project, Project/Project Role details, Description of the relevant Project Experience, and Project Contact information.

Project/Project Role details: Provide the Contractor name, Project start and end dates, percentage of time on the Project (100%, 50%, etc.), and name of Role on the Project.

Description of Relevant Experience: Provide a description that includes sufficient detail to verify that the Key Staff role/experience on the Project is relevant the MQ definition.

Contact Information: Provide the name, company/org name, role, email and phone number of a Client/Customer contact for this Project. Contact Information must be provided for a Project to be considered valid.

A full-time equivalent (FTE) is estimated to be approximately 1,920 hours annually. Proposed Staff may not cite full-time experience gained working simultaneously on multiple Projects.

If more than six (6) Projects must be cited in order to satisfy the MQ, insert the additional Project and Contact Information and a corresponding new summary table row.

Do not enter any data into the summary section of the tab. All summary table data will be populated from the Project details provided.

If a Project's start and/or end date is prior to the start time of the MQ or a Project does not comply with a specified Project detail, the form provides some basic "error" messaging. This messaging is informational. Contractors are responsible for the accuracy of their submissions and alignment of each Project with the details of the Minimum Qualifications (MQs).

BENEFITS CAL USER CENTERED DESIGN (UCD) LEAD				
PART 1 – RESUME				
Contractor	Accenture		Candidate Name	Anuradha Sachdev
Position in the Company	Managing Director		Length of Time in Position	9 years
Project Position & Responsibilities	User Centered Design (UCD) Lead Project responsibilities will be as defined in RFP section 11.1.3.6.6.			
Skills & Qualifications for Project Position	<p>Skills: A managing director at Accenture Song, Anuradha brings 24 years of experience in delivering design and innovation to her clients. She leads digital transformations that reshape how organizations grow and operate, tailoring impactful solutions for clients across various industries including telecommunications, state healthcare, energy, financial, insurance, automotive, technology services, and digital communications. Anuradha uses design to deliver human impact and business growth, building diverse, tight-knit, cross-disciplinary teams and coaching the next generation of leaders. As an active advocate for inclusion and diversity in the workplace and in society, she specializes in product design, service design, experience design, spatial design, AR/VR, organization design, data-driven design, and designing behavior change.</p> <p>Qualifications: Anuradha holds a master's degree in design and computation from UCLA (MQ S19: Meets). She possesses 24 years of experience leading a program of work through full product development cycles in discovery, concepting, prototypes, requirements, design specifications, implementation, and post-implementation (MQ S20: Exceeds). Anuradha brings more than 24 years of experience leading design work of successful automation products, demonstrating User Centered Design models and User Experience usability studies for clients including [REDACTED] and the State of New Mexico (MQ S21: Exceeds). She will share with BenefitsCal her 24 years of experience demonstrating advanced skills in interactive design, Visual/UI design, and Architecture (MQ S22: Exceeds). Anuradha has 24 years of experience conducting user research and prototyping includes work for clients (MQ S23: Exceeds).</p>			
Education (add rows as needed)				
Start	End	Degree / Course of Study	School	
8/1/1997	8/1/1999	M.Arch., Design and Computation	University of California, Los Angeles	
Professional Certifications or Designations (add rows as needed)				
Certification or Designation	Organization	Dates		

Additional Relevant Experience (Add additional tables as needed)					
Project Title #1	Service Practice Team				
Position Title	North American Creative Lead for Service at Accenture Song				
Begin Date	11/1/2023	End Date	7/1/2024	# of Months	8.0

Scope and Description of Responsibility	<p>As the NA Creative Lead for Service at Accenture Song, Anuradha leverages her expertise to execute engagement strategies that drive customer satisfaction & loyalty while reducing cost to serve. She has a strong track record of delivering value-added services and solutions to improve customer and employee experiences, reshape how organizations operate, and help bring new products, services and businesses to market.</p> <p>She and her team of around 50 designers are the champions of a user centered design practice, transforming beneficiary, employee and customer experiences through strategy, process and implementation.</p> <p>Anuradha is a frequent speaker at conferences, providing thought-leadership on the use of data and ethnographic research to identify trends, customer pain-points, and new business opportunities. An expert in addressing opportunities to serve the ever-changing and often unmet needs, and underserved populations, in the US and world-wide.</p>
Skills Utilized and Experience Attained	<p>User Centered Design Usability Research People Management Design Leadership</p>

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE				
Contractor -	Accenture	Candidate Name - Anuradha Sachdev		
Minimum Qualification - S19	Bachelor's Degree in relevant design discipline, (e.g., Interaction design, Human Computer Interface, User Experience Design), or certification from similar accelerated learning program.			
Certification/Degree Title	Certification Number	Original Grant Date	Expiration Date	Online Validation Link, if not available attach a copy to the offer
Masters in Arch., Design and Computation, UCLA 1999				

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE

Contractor -	Accenture		Candidate Name -	Anuradha Sachdev	
Minimum Qualification - \$20	A minimum of five (5) years of experience leading a program of work through full product development cycles in discovery, concepting, prototypes, requirements, design specifications, implementation and post-implementation.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
	6/1/2023	11/30/2023	100%	6.0	6.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	11/1/2021	10/2/2022	100%	11.0	11.0
	11/14/2020	10/1/2021	100%	10.6	10.6
	8/24/2020	11/13/2020	100%	2.6	2.6
	9/15/2019	6/30/2020	100%	9.5	9.5
	2/1/2019	9/1/2019	100%	7.0	7.0
New Mexico HSD	9/15/2018	1/15/2019	100%	4.0	4.0
	4/1/2017	6/1/2017	100%	4.0	4.0
	1/1/2017	3/1/2017	100%	2.0	2.0
	10/1/2015	2/28/2016	100%	4.9	4.9
	3/1/2016	12/31/2016	100%	10.0	10.0
	1/15/2015	2/15/2016	100%	13.0	13.0
	Totals			100.5	92.5

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS

Minimum Qualification - \$20	A minimum of five (5) years of experience leading a program of work through full product development cycles in discovery, concepting, prototypes, requirements, design specifications, implementation and post-implementation.			
Project #1			Contact	
Company Name:			Contact Name & Role:	
Project Name:			Company/Org Name:	
Start Date (MM/DD/YYYY):	6/1/2023	End Date (MM/DD/YYYY):	11/30/2023	Phone Number:
Staff Role:	Design Director	Percentage of Time:	100%	Email:

Description of relevant experience:

Project #2				Contact
Company Name:				Contact Name & Role:
Project Name:				Company/Org Name:
Start Date:	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:
Staff Role:	Design Director	Percentage of Time:	50%	Email:

Description of relevant experience:	

Project #3				Contact
Company Name:				Contact Name & Role:
Project Name:				Company/Org Name:
Start Date (MM/DD/YYYY):	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:
Staff Role:	Design Director	Percentage of Time:	50%	Email:

	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED] [REDACTED]
	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
Description of relevant experience:	[REDACTED] [REDACTED] [REDACTED] [REDACTED]
	[REDACTED] [REDACTED] [REDACTED]
	[REDACTED] [REDACTED]
	[REDACTED] [REDACTED]
	[REDACTED] [REDACTED]

Project #4

Contact

Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	11/1/2021	End Date (MM/DD/YYYY):	10/2/2022	Phone Number:	
Staff Role:	Design Director	Percentage of Time:	100%	Email:	
Description of relevant experience:					
Project #5					
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	11/14/2020	End Date:	10/1/2021	Phone Number:	
Staff Role:	Design Lead	Percentage of Time:	100%	Email:	

Description of relevant experience:	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]

Project #6				
Company Name:	[REDACTED]			Contact Name & Role:
Project Name:	[REDACTED]			Company/Org Name:
Start Date (MM/DD/YYYY):	8/24/2020	End Date:	11/13/2020	Phone Number:
Staff Role:	Design Lead	Percentage of Time:	100%	Email:
	[REDACTED]			
	[REDACTED]			

Description of relevant experience:	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
Project #7				
Company Name:		[Redacted]		Contact Name & Role:
Project Name:		[Redacted]		Company/Org Name:
Start Date (MM/DD/YYYY):		9/15/2019	End Date:	6/30/2020
Staff Role:		Design Lead	Percentage of Time:	100%
		[Redacted]		

Description of relevant experience:	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
Project #8					
Company Name:	[Redacted]			Contact Name & Role:	[Redacted]
Project Name:	[Redacted]			Company/Org Name:	
Start Date (MM/DD/YYYY):	2/1/2019	End Date:	9/1/2019	Phone Number:	
Staff Role:	Design Lead	Percentage of Time:	100%	Email:	
	[Redacted]				
	[Redacted]				

Description of relevant experience:	[REDACTED]																												
	[REDACTED]																												
	[REDACTED]																												
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<table border="1"> <tr> <th colspan="3">Project #9</th> <th colspan="2">Contact</th> </tr> <tr> <td>Company Name:</td> <td colspan="2">State of New Mexico</td> <td>Contact Name & Role:</td> <td>Sean Pearson, CIO</td> </tr> <tr> <td>Project Name:</td> <td colspan="2">New Mexico HSD</td> <td>Company/Org Name:</td> <td>New Mexico HSD</td> </tr> <tr> <td>Start Date (MM/DD/YYYY):</td> <td>9/15/2018</td> <td>End Date:</td> <td>1/15/2019</td> <td>Phone Number:</td> </tr> <tr> <td>Staff Role:</td> <td>Design Lead</td> <td>Percentage of Time:</td> <td>100%</td> <td>Email:</td> </tr> </table>					Project #9			Contact		Company Name:	State of New Mexico		Contact Name & Role:	Sean Pearson, CIO	Project Name:	New Mexico HSD		Company/Org Name:	New Mexico HSD	Start Date (MM/DD/YYYY):	9/15/2018	End Date:	1/15/2019	Phone Number:	Staff Role:	Design Lead	Percentage of Time:	100%	Email:
Project #9			Contact																										
Company Name:	State of New Mexico		Contact Name & Role:	Sean Pearson, CIO																									
Project Name:	New Mexico HSD		Company/Org Name:	New Mexico HSD																									
Start Date (MM/DD/YYYY):	9/15/2018	End Date:	1/15/2019	Phone Number:																									
Staff Role:	Design Lead	Percentage of Time:	100%	Email:																									
	<p>As Design Lead, Anuradha has experience leading a program of work through full product development cycles in discovery, concepting, prototypes, requirements, design specifications, implementation, and post-implementation.</p> <p>Project description</p> <p>Using a user-centered design approach, we delivered the north-star vision for a unified web portal to better serve the New Mexican population by offering an inclusive, accessible, and dignified experience for individuals to learn about, apply for and maintain access to eligible programs seamlessly and with confidence. This program was focused on transforming access to public services by offering a human-centered experience to empower New Mexicans to retake control of their health and life. HSD supports a population with 20% of New Mexicans below the poverty line and over 50% are on social services.</p> <p>Leading a program of work</p>																												

Description of relevant experience:	<p>Leading a program or team</p> <ul style="list-style-type: none"> Led a team that worked with stakeholders and conducted seven usability test sessions to gather actionable feedback from HSD clients and customers to validate the proposed unified portal 			
	<p>Discovery</p> <ul style="list-style-type: none"> Designed a north-star vision for the unified web portal to provide access to key HSD divisions including Income Support Division (ISD), Medical Assistance Division (MAD), Child Support Enforcement Division (CHSD), and Behavioral Health Services Division (BHSD) 			
	<p>Concepting</p> <ul style="list-style-type: none"> Defined four future-state hero journeys based on the mindsets and experience drivers 			
	<p>Prototypes</p> <ul style="list-style-type: none"> Conducted extensive research with vulnerable New Mexico populations (including residents applying for and currently on social services, in multiple locations across the state including Native American reservations, community clinics, and HSD offices) to identify pain points and needs of New Mexico residents 			
	<p>Requirements</p> <ul style="list-style-type: none"> Defined a public services mindset framework mapping resident attitudes, behaviors, and needs to enable HSD to tailor services to increase engagement and satisfaction Worked with business stakeholders to prioritize requirements for design of unified portal 			
	<p>Design specifications</p> <ul style="list-style-type: none"> Defined an updated visual design system and requirements for the unified portal 			
<p>Implementation</p> <ul style="list-style-type: none"> Designed an integrated front door to combine access to all divisions under one unified portal 				
<p>Post-implementation</p> <ul style="list-style-type: none"> As part of the subsequent project, the Accenture team built and launched the portal with Child Support and Behavioral Health with other divisions to follow. 				

Project #10				Contact
Company Name:				Contact Name & Role:
Project Name:				Company/Org Name:
Start Date (MM/DD/YYYY):	4/1/2017	End Date:	6/1/2017	Phone Number:
Staff Role:	Design Lead	Percentage of Time:	100%	Email:

Description of relevant experience:	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
Project #11				
Company Name:	[REDACTED]			Contact Name & Role:
Project Name:	[REDACTED]			Company/Org Name:
Start Date (MM/DD/YYYY):	1/1/2017	End Date:	3/1/2017	Phone Number:
Staff Role:	Design Lead	Percentage of Time:	100%	Email:

Description of relevant experience:	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
	[REDACTED]				
Project #12					
Company Name:	[REDACTED]		Contact Name & Role:	[REDACTED]	
Project Name:	[REDACTED]		Company/Org Name:		
Start Date (MM/DD/YYYY):	10/1/2015	End Date:	2/28/2016		Phone Number:
Staff Role:	Design Lead	Percentage of Time:	100%		Email:

Description of relevant experience:	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
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	[REDACTED]			
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	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
	[REDACTED]			
Project #13				
Company Name:		[REDACTED]		Contact Name & Role:
Project Name:		[REDACTED]		Company/Org Name:
Start Date (MM/DD/YYYY):		3/1/2016	End Date:	12/31/2016
Staff Role:		Design Lead	Percentage of Time:	100%
		[REDACTED]		
		[REDACTED]		

Description of relevant experience:	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
	[Redacted]				
Project #14					
Company Name:	[Redacted]			Contact Name & Role:	[Redacted]
Project Name:	[Redacted]			Company/Org Name:	
Start Date (MM/DD/YYYY):	1/15/2015	End Date:	2/15/2016	Phone Number:	
Staff Role:	Design Lead	Percentage of Time:	100%	Email:	
	[Redacted]				
	[Redacted]				

Description of relevant experience:

Bar Index	Relative Length (approximate)
1	100%
2	85%
3	75%
4	65%
5	55%
6	45%
7	35%
8	25%
9	15%
10	10%

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE					
Contractor -	Accenture		Candidate Name - Anuradha Sachdev		
Minimum Qualification - \$21	A minimum of two (2) years of experience leading design work of successful automation products, demonstrating User Centered Design models and User Experience usability studies.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
	6/1/2023	11/30/2023	100%	6.0	6.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	11/1/2021	10/2/2022	100%	11.0	11.0
New Mexico HSD	9/15/2018	1/15/2019	100%	4.0	4.0
	10/1/2015	2/28/2016	100%	4.9	4.9
	3/1/2016	12/31/2016	100%	10.0	10.0
Totals				51.8	43.8

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS					
Minimum Qualification - S21		A minimum of two (2) years of experience leading design work of successful automation products, demonstrating User Centered Design models and User Experience usability studies.			
Project #1				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	6/1/2023	End Date (MM/DD/YYYY):	11/30/2023	Phone Number:	
Staff Role:	Design Director	Percentage of Time:	100%	Email:	
Description of relevant experience:					

Project #2				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date:	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:	
Staff Role:	Design Director	Percentage of Time:	50%	Email:	
Description of relevant experience:	<p>As Design Director, Anuradha has experience leading design work of successful automation products, demo</p> <p></p> <p></p> <p></p> <p></p> <p></p>				

Project #3				Contact	
Company Name:				Contact Name & Role:	Naima Nazir, Director of Digital Product Management
Project Name:				Company/Org Name:	Kaiser Permanente
Start Date (MM/DD/YYYY):	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:	770-355-5608
Staff Role:	Design Director	Percentage of Time:	50%	Email:	naima.x.nazir@kp.org

Description of relevant experience:	[Redacted]
	[Redacted]
	[Redacted]
	[Redacted]

Project #4				Contact
Company Name:	[Redacted]			Contact Name & Role:
Project Name:	[Redacted]			Company/Org Name:
Start Date (MM/DD/YYYY):	11/1/2021	End Date (MM/DD/YYYY):	10/2/2022	Phone Number:
Staff Role:	Design Director	Percentage of Time:	100%	Email:
[Redacted]				

Description of relevant experience:	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
	[Redacted]			
Project #5				
Company Name:		State of New Mexico		Contact Name & Role:
Project Name:		New Mexico HSD		Company/Org Name:
Start Date (MM/DD/YYYY):		9/15/2018	End Date:	1/15/2019
Staff Role:		Design Lead	Percentage of Time:	100%
				Phone Number:
				Email:

<p>Description of relevant experience:</p>	<p>As Design Lead, Anuradha has experience leading design work of successful automation products, demonstrating User Centered Design models and User Experience usability studies.</p> <p>Leading design work</p> <ul style="list-style-type: none"> • Focused on transforming access to public services by offering a human-centered experience to empower New Mexicans to retake control of their health and life • Designed a north-star vision for the unified web portal to provide access to key HSD divisions including ISD Income Support Division, MAD Medical Assistance Division, CHSD Child Support Enforcement Division, and BHSD Behavioral Health Services Division <p>Successful automation product</p> <ul style="list-style-type: none"> • Automated application steps to pull relevant fields forward for validation, to improve experience and reduce potential for mistakes • Automated backend processing checks to flag potential errors for applicants before submission <p>Demonstrating UCD models</p> <ul style="list-style-type: none"> • Using a human-centered design approach, delivered the client's north-star vision for a unified web portal to better serve the New Mexican population • Offered an inclusive, accessible, and dignified experience for individuals to learn about, apply for, and maintain access to eligible programs seamlessly and with confidence • Defined four future-state hero journeys based on the mindsets and experience drivers • Defined an updated visual design system and requirements for the unified portal <p>User Experience usability studies</p> <ul style="list-style-type: none"> • Conducted extensive research with vulnerable New Mexico populations—including residents applying for and currently on social services, in multiple locations across the state including Native reservations, community clinics, and HSD offices—to identify pain points and needs of New Mexico residents • Defined public services mindset framework mapping resident attitudes, behaviors, and needs to enable HSD to tailor services to increase engagement and satisfaction • Conducted seven usability test sessions to gather actionable feedback from HSD clients and customers to validate the proposed unified portal
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PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE

Contractor -	Accenture		Candidate Name -	Anuradha Sachdev	
Minimum Qualification - \$22	A minimum of two (2) years of experience demonstrating advanced skills in interactive design, Visual/UI design and Architecture.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
	6/1/2023	11/30/2023	100%	6.0	6.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	11/1/2021	10/2/2022	100%	11.0	11.0
New Mexico HSD	9/15/2018	1/15/2019	100%	4.0	4.0
	10/1/2015	2/28/2016	100%	4.9	4.9
	3/1/2016	12/31/2016	100%	10.0	10.0
			Totals	51.8	43.8

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS

Minimum Qualification - S22		A minimum of two (2) years of experience demonstrating advanced skills in interactive design, Visual/UI design and Architecture.			
Project #1			Contact		
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	6/1/2023	End Date (MM/DD/YYYY):	11/30/2023	Phone Number:	
Staff Role:	Design Director	Percentage of Time:	100%	Email:	
Description of relevant experience:					
Project #2			Contact		

Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date:	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:	
Staff Role:	Design Director	Percentage of Time:	50%	Email:	
Description of relevant experience:					
Project #3				Co	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:	
Staff Role:	Design Director	Percentage of Time:	50%	Email:	

Description of relevant experience:	[REDACTED]
	[REDACTED]
	[REDACTED]

Project #4				Contact
Company Name:	[REDACTED]			Contact Name & Role:
Project Name:	[REDACTED]			Company/Org Name:
Start Date (MM/DD/YYYY):	11/1/2021	End Date (MM/DD/YYYY):	10/2/2022	Phone Number:
Staff Role:	Design Director	Percentage of Time:	100%	Email:

Description of relevant experience:	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]

Project #5				Contact
Company Name:	State of New Mexico			Contact Name & Role:
Project Name:	New Mexico HSD			Company/Org Name:
Start Date (MM/DD/YYYY):	9/15/2018	End Date:	1/15/2019	Phone Number:
Staff Role:	Design Lead	Percentage of Time:	100%	Email:

As Design Lead, Anuradha has demonstrated advanced skills in interactive design, Visual/UI design, and Architecture.

Demonstrating advanced skills in interactive design

- Using a human-centered design approach, delivered the client's north-star vision for a unified web portal to better serve the New Mexican population
- Focused on offering an inclusive, accessible, and dignified experience for individuals to learn about, apply for and maintain access to eligible programs seamlessly and with confidence
- Empowered New Mexicans to retake control of their health and life by transforming access to public services through a human-centered experience

Demonstrating advanced skills in Visual/UI design

- Conducted seven usability test sessions to gather actionable feedback from HSD clients and customers to validate the proposed unified portal
- Defined a public services mindset framework mapping resident attitudes, behaviors, and needs to enable HSD to tailor services to increase engagement and satisfaction
- Conducted extensive research with vulnerable New Mexico populations (including residents applying for and currently on social services, in multiple locations across the state including Native American reservations, community clinics, and HSD offices) to identify pain points and needs of New Mexico residents

Demonstrating advanced skills in Architecture

- Defined an updated visual design system and requirements for the unified portal
- Delivered the client's north-star vision for the unified web portal to provide access to key HSD divisions (starting with ISD Income Support Division, MAD Medical Assistance Division, CHSD Child Support Enforcement Division, BHSD Behavioral Health Services Division)

Description of relevant experience:

Project #6				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	10/1/2015	End Date:	2/28/2016	Phone Number:	
Staff Role:	Design Lead	Percentage of Time:	100%	Email:	

Description of relevant experience:	[Redacted]
	[Redacted]
	[Redacted]
	[Redacted]
	[Redacted]
	[Redacted]

Project #7				Contact
Company Name:	[Redacted]			Contact Name & Role:
Project Name:	[Redacted]			Company/Org Name:
Start Date (MM/DD/YYYY):	3/1/2016	End Date:	12/31/2016	Phone Number:
Staff Role:	Design Lead	Percentage of Time:	100%	Email:

Description of relevant experience:	[Redacted]
	[Redacted]
	[Redacted]
	[Redacted]
	[Redacted]

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE					
Contractor -	Accenture		Candidate Name -	Anuradha Sachdev	
Minimum Qualification - S23	A minimum of one (1) year of experience conducting User research and prototyping.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
	6/1/2023	11/30/2023	100%	6.0	6.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	10/3/2022	5/31/2023	50%	7.9	4.0
	11/1/2021	10/2/2022	100%	11.0	11.0
New Mexico HSD	9/15/2018	1/15/2019	100%	4.0	4.0
Totals				36.9	28.9

PART 2 – USER CENTERED DESIGN (UCD) LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS				
Minimum Qualification - S23		A minimum of one (1) year of experience conducting User research and prototyping.		
Project #1			Contact	
Company Name:			Contact Name & Role:	
Project Name:			Company/Org Name:	
Start Date (MM/DD/YYYY):	6/1/2023	End Date (MM/DD/YYYY):	11/30/2023	Phone Number:
Staff Role:	Design Director	Percentage of Time:	100%	Email:
Description of relevant experience:				
Project #2			Contact	
Company Name:			Contact Name & Role:	
Project Name:			Company/Org Name:	
Start Date:	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:
Staff Role:	Design Lead	Percentage of Time:	50%	Email:

Description of relevant experience:					
Project #3				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	10/3/2022	End Date (MM/DD/YYYY):	5/31/2023	Phone Number:	
Staff Role:	Design Director	Percentage of Time:	50%	Email:	
Description of relevant experience:					
Project #4				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):	11/1/2021	End Date (MM/DD/YYYY):	10/2/2022	Phone Number:	
Staff Role:	Design Lead	Percentage of Time:	100%	Email:	

Description of relevant experience:	<div></div> <div></div> <div></div> <div></div>			
Project #5			Contact	
Company Name:	State of New Mexico		Contact Name & Role:	Sean Pearson, CIO
Project Name:	New Mexico HSD		Company/Org Name:	New Mexico HSD
Start Date (MM/DD/YYYY):	9/15/2018	End Date:	1/15/2019	Phone Number:
Staff Role:	Design Lead	Percentage of Time:	100%	Email:
Description of relevant experience:	<p>As Design Lead, Anuradha has experience conducting user research and prototyping that includes:</p> <p>Conducting user research</p> <ul style="list-style-type: none"> Based on user research and a human-centered design approach, delivered the north-star vision for a unified web portal to better serve the New Mexican population Conducted extensive user research with vulnerable New Mexico populations—including residents applying for and currently on social services, in multiple locations across the state including Native American reservations, community clinics, and HSD offices—to identify pain points and needs of New Mexico residents Defined a public services mindset framework that mapped resident attitudes, behaviors, and needs to enable HSD to tailor services to increase engagement and satisfaction Offered an inclusive, accessible, and dignified experience for individuals to learn about, apply for, and maintain access to eligible programs seamlessly and with confidence With a human-centered experience, empowered New Mexicans to retake control of their health and life by transforming access to public services Conducted seven usability test sessions to gather actionable feedback from HSD clients and customers to validate the proposed unified portal <p>Prototyping</p> <ul style="list-style-type: none"> Created four future-state hero journey prototypes based on the mindsets and experience drivers Using prototypes, defined an updated visual design system and requirements for the unified portal Based on prototyping, designed a north-star vision for the unified web portal to provide access to key HSD divisions including ISD Income Support Division, MAD Medical Assistance Division, CHSD Child Support Enforcement Division, and BHSD Behavioral Health Services Division 			