Welcome to

IngenioRx

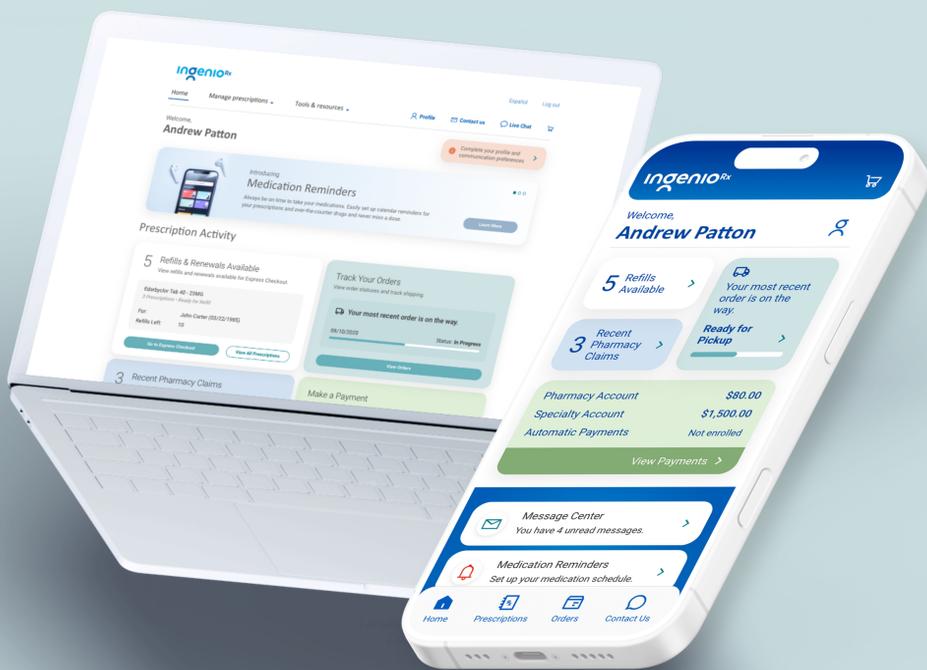## My Role:

Senior UI/UX Designer
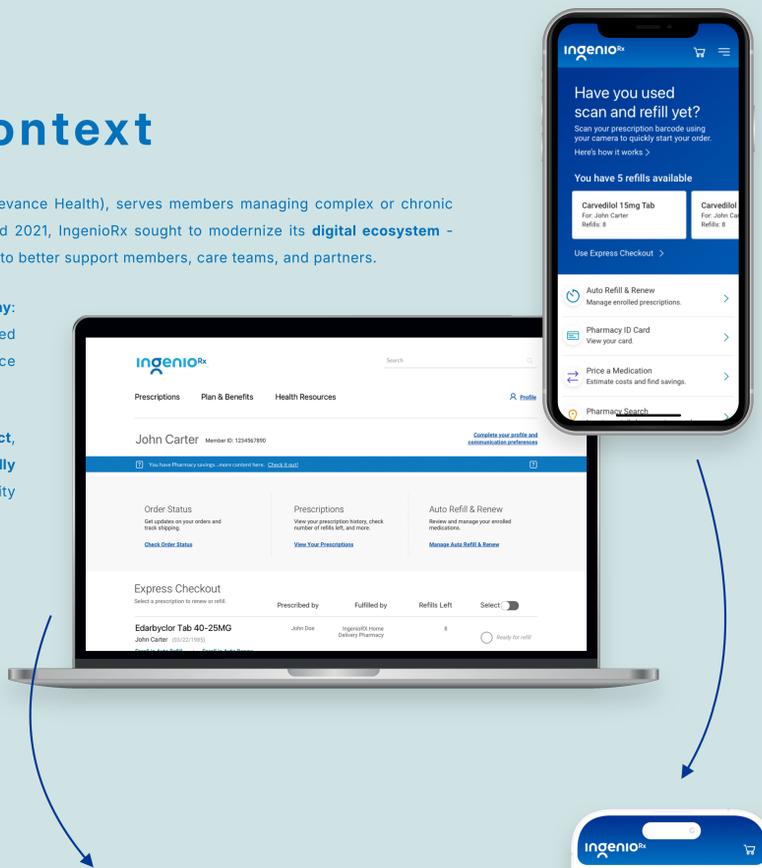Redesign of Web & Mobile apps

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Introduction & Context

IngenioRx Specialty Pharmacy, a division of Anthem (now Elevance Health), serves members managing complex or chronic conditions requiring specialty medications. Between 2020 and 2021, IngenioRx sought to modernize its **digital ecosystem** – comprising a **desktop web portal** and companion **mobile app** – to better support members, care teams, and partners.

The existing interface was **visually flat** and **lacked hierarchy**: different sections blurred together, key actions were scattered vertically across **long pages**, and the overall experience demanded more **cognitive effort from users**.

As the Senior UI/UX Designer assigned on the **redesign project**, my mandate was to create a **fresh**, **intuitive**, and **visually cohesive** experience that aligned with IngenioRx's brand identity and improved both **usability** and **engagement** across devices.
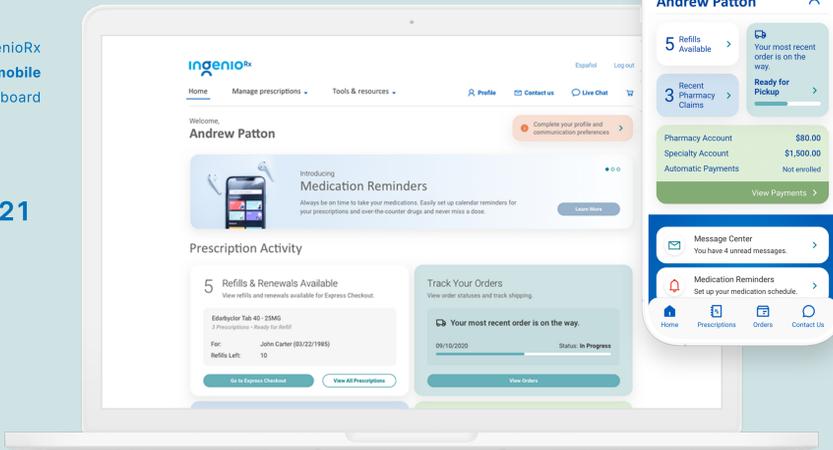

Scope:

The project encompassed a full redesign of the IngenioRx Specialty Pharmacy **desktop web platform** and **mobile application**, focusing on the member-facing dashboard and primary navigation flows.

Timeline: 2020–2021

Team:

- Product and business stakeholders
  USA (IngenioRx / Anthem)
- Design collaboration - UK
- Development team - India

Design Highlights

A Functional Color Language:

The introduction of a **state-driven color system** became a defining characteristic of the new IngenioRx UI. It added a layer of **visual intelligence** – turning color into **communication** rather than mere decoration.
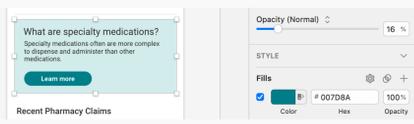
Cross-Platform Consistency

The redesign aligned the desktop web experience and mobile app, ensuring consistent **iconography**, **component behavior**, and **color semantics**. This created a seamless transition for users across devices and improved brand coherence.
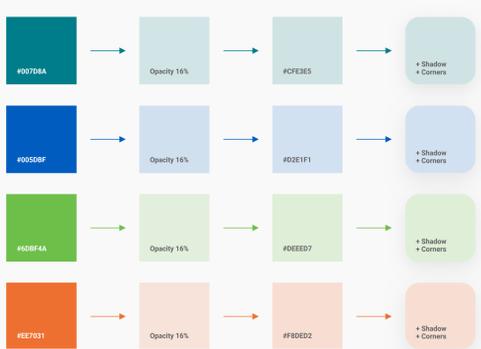

Design Highlights

Dashboard Density & Readability:

By reorganizing content into **compact**, **meaningful clusters**, I improved first-impression usability dramatically. The redesigned layout displayed **twice as much information** in half the vertical space, allowing users to grasp the status of their orders, payments, and claims instantly.

Accessibility & Clarity

Special attention was given to **contrast ratios**, **font scalability**, and **touch-target sizing**, ensuring compliance with WCAG standards and inclusive usability across the member base.
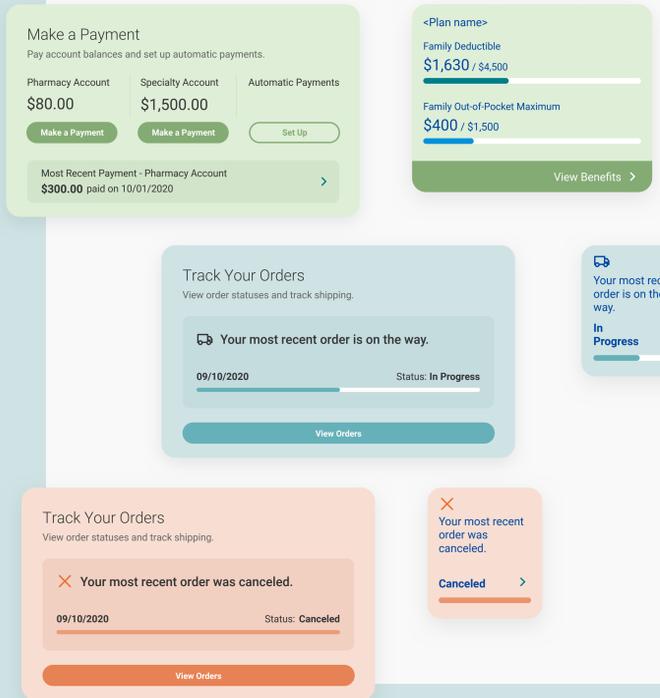
Reflection & Lessons

Redesigning a **healthcare-oriented digital product** during a time of accelerated digital transformation (2020–2021) reinforced the importance of **empathy**, **clarity**, and **collaboration in UX**.

Key takeaways include:

- Strategic use of **color and hierarchy** can dramatically improve scannability and engagement.
- **Cross-functional alignment** – particularly between design and engineering teams - must be continuous, not sequential.
- Remote collaboration, when structured around **prototypes** and **shared visual references**, can be as effective as in-person design sprints.