

# AMY BEHRENS | Digital Health + UX + Content + Human-Centered Design

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## SUMMARY

Award-winning digital strategist and human-centered designer with 15+ years of experience leading large-scale health communications, UX, and content strategy across federal agencies and the private sector. Success driving complex digital transformations, launching health platforms, and aligning communications to meet public health goals. Recognized for leadership, stakeholder engagement, and user advocacy.

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## CORE SKILLS

- Human-Centered Design (HCD)
- UX & Content Strategy
- Digital Health Communications
- Trauma-Informed User Research
- Cross-Functional Leadership & Supervision
- Agile Product Development
- Stakeholder Engagement & Facilitation
- Multichannel Public Health Campaigns
- Plain Language & Inclusive Writing
- Accessibility & Section 508 Compliance

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## PROFESSIONAL EXPERIENCE

### Maryland Department of Information Technology, Digital Service | 05/2025 – present

*Senior Content Strategist (Contract)*

On detail to the Department of Labor to redesign the digital, phone, and in-person experience for unemployment insurance claimants, employers, and third parties.

### US Department of Health and Human Services | 05/2021 – 04/2025

Digital Experience Lead

*Substance Abuse & Mental Health Services Administration (SAMHSA) | 05/2024 – 03/2025*

- Led 25+ person cross-functional team to modernize **SAMHSA.gov** with over 27M views each year, advancing usability and content strategy grounded in HCD.
- Designed and launched user research program using trauma-informed practices; secured funding and agency buy-in.
- Closed critical content gaps for underserved populations and healthcare providers by collaborating with 100+ subject matter experts (SMEs) and federal partners.
- Established sustainable accessibility processes; led 508 remediation of 150+ legacy publications.
- Redesigned site navigation based on user needs, replacing internal jargon with intuitive, topic-based pathways.
- Additional duties included supervising staff, developing and achieving quarterly KPIs, monitored site and social media metrics to adjust content and increase user satisfaction scores.

Digital Services Expert, Human-Centered Design Team Lead

*Digital Service at Centers for Medicare & Medicaid Services (CMS) | 05/2021 – 05/2024*

- Led launch of **988 Suicide and Crisis Lifeline**—successfully filling hundreds of critical roles; directly contributed to reducing call wait times from 2:20 mins to 35 secs simultaneously increasing the answer rate from 70% to 93% despite a 25% contact increase into the hotline.
  - Received the **Secretary's Award for Meritorious Service** for this work.
- Created FindSupport.gov by leading user research with 60+ users in 18 states through user research and usability testing—focusing recruitment on people using social benefit programs and/or assistive technologies—and facilitating workshops with 50+ cross-agency SMEs.
- Launched plain-language content for those seeking behavioral health help including finding pathways to health care for people on Medicaid, achieving 500K+ site visits in the first 6 months.
- Collaborated closely with the HHS Secretary and CMS leadership on multi-year strategic design, content, and customer experience initiatives driving multiple product teams with nationwide reach.

- Delivered strategic briefings to the Executive Office of the President on multiple deployments of customer-first digital strategies, influencing national policy and healthcare initiatives.
- *Supported multiple major initiatives:* Implementing the No Surprises Act; AI Analysis for medical coding & billing; Guiding states through Medicaid unwinding; IRS Direct File, covidtests.gov, and vaccines.gov.

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## **Biogen | 01/2018 – 05/2021**

*Senior Manager, Health Communication Excellence, Medical Affairs*

- Led scrappy project team and spearheaded development of **medinfo.biogen.com** to give providers on-demand access to scientific information on the latest developments in neuroscience.
- Engaged 70+ stakeholders in a highly regulated environment to design the site, shape business processes, and develop staff training and guidance.
- Integrated document library with AWS + Salesforce to automate content tagging, eliminating need for 4 doctorate-level resources to maintain site content.
- Produced educational podcasts and internal workshops to elevate workforce scientific literacy and engagement in the organization's work.
- Developed and facilitated multi-day workshops to train scientific staff on effective communication and data visualization techniques.

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## **Tufts University School of Medicine | 08/2017 – 07/2020**

*As Adjunct Professor taught Writing About Health and Medicine graduate-level course and mentored students.*

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## **United States Digital Service (USDS), The White House | 07/2016 – 01/2018**

*Digital Services Expert, Sr. Content Strategist & UX Lead*

- Led redesign of **IRS.gov** with agile/HCD methods; rapidly prototyped proof of concept solution; continuously tested with users with low literacy; educated executives on plain language and UX.
- Developed user-friendly forms and resources including **VA.gov** and a multi-benefit application for Medicaid, food assistance, and housing.
- Improved digital government services including passport renewal and visa applications through plain language content strategy and user experience.

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## **CommunicateHealth, Inc. | 05/2010 – 05/2016**

*As Senior Editor scaled start-up from 5 to 40 staff, supervised editorial team and designed apps, writing workshops, websites, infographics, print materials, and winning proposals.*

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## **John Snow, Inc. | 06/2004 – 04/2010**

*As Project Manager & eLearning Associate developed public health training materials including videos, curricula, and online learning modules to improve health equity in reproductive health centers.*

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## **EDUCATION**

**MS, Health Communication** – *Tufts University School of Medicine*

**BS, Women's Health Studies** – *Georgetown University School of Nursing & Health Studies*

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## **TECHNICAL SKILLS**

- **Project Management:** Microsoft and Google Suites, GitHub, Jira, Confluence
- **Content and Design Management:** Drupal, GitHub, Figma, Mural, Miro, Intelligence Bank, Veeva Vault
- **User Research and Metrics:** UserInterviews.com, Optimal Workshop, SurveyMonkey, Google Analytics