ARIANA VIALE

DIRECTOR OF PRODUCT

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📍 West Palm Beach, FL

EXPERIENCE

MARCH 2021-CURRENT

Director of Product

MDLive by Evernorth

As a Director at MDLIVE by Evernorth, I lead strategic initiatives that drive the growth and optimization of our Provider Portal EHR, ensuring a seamless and efficient experience for healthcare professionals. Over the past year, I've overseen cross-functional collaboration between product managers and business managers, aligning priorities and streamlining workflows to enhance operational efficiency. My leadership has focused on improving team dynamics, optimizing the product development lifecycle, and launching impactful features that support both provider needs and organizational goals. I serve as a key liaison between product strategy and business execution, continually identifying opportunities for innovation and delivering results that support the broader mission of accessible, high-quality virtual care.

Senior Product Manager

MDLive by Evernorth

As a Senior Product Manager at MDLIVE, I was the lead owner of the Provider Portal platform experience- working closely with our strategy, clinical, and engineering teams (as well as other stakeholders) to work through roadmap deliverables. I lead a team which includes one Product Manager and two Business Analysts and ensure we are all aligned on expectations and the company's overall strategic goals.

I have helped in the implementation of major Virtual Primary Care capabilities, such as our provider-led Chronic Care Management Program (including Hypertension and Weight Management conditions), as well as a task-management center for Primary Care Providers and nurses in the platform. Additionally, I have helped lead the user-experience and gathered requirements for implementing our own lab ordering capability in 2024, as well as imaging diagnostic orders. Other efforts include the implementation of Wiley Behavioral Treatment planners on our platform, which will go live in early 2024. I continue to work closely on enhancing the experience and improving both patient and provider satisfaction.

EDUCATION

University of Florida

Bachelor's Degree - Advertising
Minor in Latin American Studies
2010-2014

Wyncode Academy

Full-Stack Web Development
Bootcamp 2017

SKILLS

- ⊘ Product Management
- ⊘ Agile & Sprint Planning
- ⊘ Roadmap Development
- ⊘ UX Design Collaboration
- ⊘ QA & Testing
- ⊘ JavaScript / Ruby on Rails
- ⊘ HTML / CSS

CERTIFICATIONS

Full-Stack Web Development

Wyncode Academy
2017

Agile Product Management

Professional Development
2020+

Mobile Product Manager

ADT

During my time at ADT as part of the Emerging Market team, I was able to directly work and impact a brand new app on the market called SoSecure- a mobile safety app. I worked on key features in the app to bring it from introduction to growth and maturity in the market (including a Voice Activation feature to be able to initiate an emergency SOS call using a secret phrase, as well as a TrackMe feature, which allows users to set up an event and allow ADT to track them to help users feel and be safe).

I directly worked with iOS and Android developers to plan out sprints and test these features to make sure they were ready for launch. I also worked very closely with UX designers and conducted multiple usability tests to ensure that our features were being built and designed the right way. When I began at ADT, SoSecure only had very basic capabilities, but I believe I positively contributed to adding at least two of the main features that exist in the app today.

Product Analyst

Disney Parks, Experiences & Products

I was able to take an exciting opportunity as a Product Analyst for the Disney Digital Travel Trade team in Celebration, FL. During my time there, I was able to positively contribute to the release of special offers that occur seasonally at Disney. I positively contributed to the company by working closely with producers to make sure that these offers were being released across the different platforms and stores (including internal web stores) in a timely manner as well as ensuring that these offers were meeting all business requirements.

Associate Product Manager

MDLIVE

During my time at MDLIVE an opportunity opened up for an Associate Product Manager in the company, so I was able to make the move from QA Engineer into Product. Soon after having started in my new role, many of the Product Managers on my team left, so I was given a lot of responsibility really early on. Instead of shying away from this, I was able to take charge and quickly learn what was required of me to be able to be successful in this role. I took ownership of both the Patient Portal experience at MDLIVE as well as the Mobile Patient experience. I developed trust between my engineering team and worked with a mobile team of Android and iOS developers as well. I assisted in creating one of our main features in the application and web-experience (which is still a part of MDLIVE today) the Sophie AI experience for the patient to triage patients prior to their consultations. The problem we were trying to solve is that we were having a lot of patients that were not appropriate for telehealth book consultations and then get charged for meeting with a provider, even though they were being redirected to an Urgent Care or elsewhere. In order to solve for this, we worked on an AI bot that would triage patients out prior to their consults, get more information from patients to make sure they were being better and more effectively treated in our platform. I also worked on creating parity between our iOS and Android application and ensured that all features that we were working on the web platform, we also accounted for and worked on in our mobile experience.

Web/Mobile QA Engineer

MDLIVE

REFERENCES PROVIDED UPON REQUEST.