



# Michael ANDERSON

## DIGITAL HEALTH PROGRAM MANAGER

Experienced Behavior Change Researcher with a strong emphasis on digital health technologies. With over 7 years in the tech industry, I have focused on developing and evaluating digital interventions that promote healthy behaviors through mobile apps and online platforms. My expertise lies in user-centered design and behavioral analytics, which enables me to create engaging user experiences that encourage sustained behavior change.

### CONTACT

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### SKILLS

- Digital Health
- User-Centered Design
- Data Analysis
- Program Development
- Behavioral Analytics
- User Engagement

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**MASTER OF HEALTH INFORMATICS,  
UNIVERSITY OF MICHIGAN**

### ACHIEVEMENTS

- Recognized for innovative app design that improved user health outcomes.
- Secured a grant for research on behavioral analytics in digital health.
- Increased user satisfaction ratings by 40% through iterative design processes.

### WORK EXPERIENCE

#### DIGITAL HEALTH PROGRAM MANAGER

TechHealth Innovations

2020 - 2025

- Led the development of a mobile health app that increased user engagement by 50% in six months.
- Conducted user testing and analysis to refine app features based on user feedback.
- Collaborated with software developers to integrate behavioral science principles into app design.
- Utilized analytics tools to monitor user behavior and improve retention rates by 30%.
- Presented program outcomes to stakeholders, securing additional funding for future projects.
- Trained team members on best practices for user-centered design in health interventions.

#### BEHAVIORAL DATA ANALYST

HealthTech Solutions

2015 - 2020

- Analyzed user data from digital health platforms to inform program enhancements.
- Developed dashboards to visualize user engagement metrics for stakeholders.
- Collaborated with UX designers to optimize user flows and improve satisfaction rates.
- Conducted A/B testing on app features, leading to a 25% increase in user retention.
- Presented findings at industry conferences, positioning the company as a leader in digital health.
- Monitored and reported on the effectiveness of digital interventions in altering health behaviors.