KELLY SCHERER

OVERVIEW

Dynamic Product Leader with career expertise in leading the end-to-end product development of major product features. Adept in owning UX strategy, product roadmaps and managing functional requirements in a regulated space. Collaborative leader skilled in providing substantial data analysis and visualization to drive decision making at the executive level.

AREAS OF EXPERTISE / SKILLS

Product Management | Product Development | Product Roadmap Management | Human Center Design Development | User Research | Usability Testing | Agile Software Development | Data Visualization | Leadership | Project Management

WORK EXPERIENCE

THERMO FISHER SCIENTIFIC .... Los Angeles, CA
Digital Product Director .... August 2024 - Present
- Leads the design and implementation of patient recruitment technology solutions, prioritizing accessibility and usability to support diverse, underserved populations and promote health equity in clinical research.
- Partners with patient advisory groups and internal teams to develop intuitive, user-centered workflows that address participation barriers and improve user adoption and engagement.
- Owns product strategy development and roadmap prioritization, aligning cross-functional teams to deliver measurable outcomes while ensuring compliance with regulatory and privacy standards.

KONEKSA HEALTH .... New York, NY
Senior Product Manager (Feb 2023 – April 2024) .... May 2022 – April 2024
Product Manager (May 2022 – Feb 2023)
- Led the successful launch of a configurable clinical research platform, ensuring intuitive, accessible design to support diverse patient populations and improve health data collection.
- Delivered 40+ product releases by prioritizing features based on client feedback, market trends, and company goals, aligning efforts across 4 engineering teams, 2 designers, as well as local and offshore QA staff.
- Conducted user research and usability testing to optimize patient and clinician-facing technology, improving adoption and decision-making for end users.
- Owned and prioritized the product roadmap utilizing client feedback and market trends with company-level business objectives to meet client and company milestones.

EVIDATION HEALTH .... San Mateo, CA
Manager, Digital Research Operations (Jul 2021 – May 2022) .... January 2018 – May 2022
Senior Associate, Digital Research Operations (Apr 2020 – Jun 2021)
Associate, Digital Study Operations (Jan 2018 – Apr 2020)
- Partnered with engineering, design, and client teams to enhance study tools, improving accessibility and user flows for diverse research participants.
- Oversaw product testing, issue resolution, and feature development to streamline workflows and drive adoption rates.
- Managed a team of 8 to successfully execute 50+ digital research projects, balancing user needs and operational efficiency at a fast-paced start-up.

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO - LATE LIFE DEPRESSION LAB .... San Francisco, CA
Clinical Research Coordinator .... March 2016 – January 2018

- Facilitated a multi-site study, coordinating medical providers, specialized professionals, and study participants.
- Performed 100+ structured clinical interviews and neuropsychological testing batteries with human subjects.
- Provided substantial data analysis using a large pool of data from longitudinal studies using excel, SPSS, and R.

CONTRA COSTA CRISIS CENTER .... Walnut Creek, CA
Project Manager .... December 2014 – March 2016

- Developed and coordinated a new program within the boundaries of a multifaceted nonprofit using novel telehealth surveillance and intervention approaches.
- Worked with community health agencies to build relationships and map appropriate modes of service.
- Created the user interface of the project database to provide proficient data collection and program evaluation.

EDUCATION

- **UNIVERSITY OF SAN FRANCISCO** .... San Francisco, CA
  Master of Public Health - *Honorary Society in Public Health Delta Omega Recipient*

- **UNIVERSITY OF CALIFORNIA, SANTA CRUZ** .... Santa Cruz, CA
  Bachelor of Science in Neuroscience - *Emphasis in Behavioral Analysis, Psychology, and Social Justice*

VOLUNTEER EXPERIENCE

UNIVERSITY OF SAN FRANCISCO - DIGITAL TEACHING AND LEARNING COMMITTEE   San Francisco, CA
Student Representative   May 2019 – May 2021
- Represented the student voice among school staff, faculty and administration on issues related to approaches and technical adoption of digital practices within the classroom learning experience.
- Organized and administered a student user research initiative to investigate the student experience and faculty best practices utilizing an online learning management system.

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO- LATE LIFE DEPRESSION LAB   San Francisco, CA
Volunteer Research Assistant   June 2015 – March 2016
- Contributed to the recruitment, screening, and data collection of a geriatric population with psychological health concerns.

POSTER PRESENTATIONS

1. Scherer, K. & McDermott, K. The Association Between the Sexual Orientation of Bay Area College Students and their Perceived Mental and Physical Health (2021). Poster to be presented at the American Public Health Association 2021 Annual Meeting, Denver, CO.

2. Scherer, K. & McDermott, K. The Association Between Gender Identity and Sexual Orientation in College Students Perceived Mental and Physical Health (2021). Poster to be presented at the American Public Health Association 2021 Annual Meeting, Denver, CO.

3. Scherer, K., Min, J., Cerrada, C., & Juusola, J. Sociodemographic Characteristics Are Associated with the Persistence of Pain Severity and Interference over a 6-Month Period Among Individuals with Chronic Pain (2020). Poster presented at the Society for Medical Decision Making 42nd Annual North American Meeting, virtually.

4. Scherer, K. & McDermott, K. Impact of Student Debt on Perceived Health of Current and Previous Higher Education Students (2020). Poster & lecture presented at the American Public Health Association 2020 Annual Meeting, virtually.

5. Cerrada, C., Tai, C., Kumar, S., Scherer, K., Eulogio, R., Ramirez, E., Foschini, L., & Juusola, J. African American Participants Experience Greater Pain Severity and Pain Interference Compared to Non-Hispanic Whites in a Large-Scale Virtual Study on Chronic Pain (2019). Poster presented at the Society for Medical Decision Making 41nd Annual North American Meeting, Portland, OR.

6. Morin, R., Mackin, R.S., Tonsun-Turgut, D., Weiner, M., Nelson, C., Insel, P., Bickford, D., Scherer, K., Au, Y.H., Catalinotto, D. Association of Subjective Cognition Complaints and Objective Cognitive Impairment in Late Life Depression (2018). Poster presented at the annual meeting of the American Association for Geriatric Psychiatry, Honolulu, HI.

7. Scherer, K., Bickford, D., Au, Y.H., Farley, K., Mackin, R.S., Tonsun-Turgut, D., Weiner, M., Nelson, C., Satre, D. Structural Brain Changes Associated with Positive Response to Psychotherapeutic Treatment (2016). Poster presented at the annual congress of the International Psychogeriatric Association, San Francisco, CA.

8. Farley, K., Bickford, D., Au, Y.H., Scherer, K., Nelson, C., Mackin, R.S., Tonsun-Turgut, D. Cortical Thickness and Executive Function in Late Life Depression. (2016) Poster presented at the annual congress of the International Psychogeriatric Association, San Francisco, CA.

9. Au, Y.H., Bickford, D., Farley, K., Scherer, K., Nelson, C., Mackin, R.S. Effects of Social Support on Treatment Response in Late Life Depression (2016). Poster presented at the annual congress of the International Psychogeriatric Association, San Francisco, CA.

PUBLICATIONS

1. Scherer, K., Izmailova, E., Lavine, J. (2024). Koneksa's Usability Testing Case Study: Alignment with DiMe's V3+ Framework. https://www.koneksahealth.com/blog/koneksas-usability-testing-case-study-alignment-with-dimes-v3-framework/.

2. Scherer, K., Izmailova, E., Lavine, J. (2024). Koneksa's Usability Testing Framework [Case study]. Building Fit-for-Purpose Sensor-based Digital Health Technologies: A Crash Course. https://datacc.dimesociety.org/v3/extending-v3/.

3. Chawla, D., Benitez, A., Xu, H., Whitehill, V., Tadesse-Bell, S., Shapiro, A., Ramirez, E., Scherer, K., Foschini, L., Drawnel, F., Clinch, B., Prunotto, M., & Ukachukwu, V. (2022). Predictors of seeking care for influenza-like illness in a novel Digital Study. Open Forum Infectious Diseases, 10(1). https://doi.org/10.1093/ofid/ofac675.

4. Kotnik, J. H., Cooper, S., Smedinghoff, S., Gade, P., Scherer, K., Maier, M., Juusola, J., Ramirez, E., Naraghi-Arani, P., Lyon, V., Lutz, B., & Thompson, M. (2022). Flu@home: The comparative accuracy of an at-home influenza rapid diagnostic test, using a pre-positioned test kit, mobile app, mail-in reference sample, and symptom-based testing trigger. Journal of Clinical Microbiology.

5. Garrison-Diehn, C., Au, Y., & Scherer, K. (2021). Attitudes towards older adults and aging: A foundational geropsychology knowledge competency. Clinical Psychology: Science and Practice.

6. Garrison-Diehn, C., Au, Y., & Scherer, K. (2020). Ageism in Behavioral Healthcare. In L. Benuto, M.P. Duckworth, Masuda, & W. W'Donohue (Eds.), Prejudice, Stigma, Privilege, and Oppression: A Behavioral Health Handbook (pp. 401- 412). Springer International Publishing.

7. Scherer, K. (2020, September 18). Behind the Scenes – The Design and Implementation of the DiSCover Project Study. Medium. https://medium.com/myachievement/behind-the-scenes-the-design-and-implementation-of-the-discover-project-study-7c4cd15a9f75.