PRODUCT PROJECT PORTFOLIO · 2026

Turning human insight into *products people choose.*

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1M+	$787M	200+
views from growth experiments	market opportunity sized	stakeholders reached by workflow improvement

PROJECT 01 · AMERICAN CANCER SOCIETY · PRODUCT STRATEGY, 2026

Empowering the next generation.

A modern, sustainable volunteer engagement strategy aligning Gen Z motivations with the American Cancer Society's mission across St. Louis and beyond.

1.3M	$787M	23%
active volunteers nationwide	annual volunteer value	transition drop-off diagnosed

THE BRIEF

Build a sustainable Gen Z volunteer pipeline

The team was asked to assess the current volunteer landscape, understand Gen Z's expectations, benchmark ACS against local and national organizations, and translate the findings into an actionable engagement strategy.

The work focused on the St. Louis market while considering programs that could scale more broadly.

THE CHALLENGE

Strong momentum, but a fragile transition point

ACS volunteer satisfaction was rising, yet external research showed participation falling from 62% among ages 13 to 17 to 39% among ages 18 to 24.

The diagnosis was not a lack of intent: 76% of Gen Z wanted to create change, but only 32% knew how to begin. Discovery relied heavily on word of mouth, local promotion was limited, and the path from one event to a lasting role was unclear.

RESEARCH APPROACH

Triangulating organizational, audience, and market evidence

The project combined ACS volunteer and engagement data, secondary research on Gen Z motivations, audience segmentation, and competitive benchmarking.

Comparisons included Siteman Cancer Center, the Leukemia & Lymphoma Society, St. Louis Zoo, and the Humane Society of Missouri, revealing an opening for ACS to differentiate through flexible, purpose-driven, skill-building roles.

MY CONTRIBUTION

From evidence to an executive-ready product strategy

As a strategy consultant, I helped synthesize the research, diagnose the acquisition-to-retention gap, benchmark competing volunteer experiences, and shape a connected set of recommendations.

I centered the product lens on discovery friction, activation, repeat engagement, progression, and measurable impact.

VOLUNTEER ENGAGEMENT

Program momentum was already building.

From 2021 to 2025, satisfaction rose 10 points and the overall engagement score rose 9, evidence of a strong experience with an opportunity to extend participation to Gen Z.

Year	2021	2022	2023	2024	2025
Satisfaction	76	80	81	83	86
Likelihood to recommend	81	84	86	87	89
Engagement score	79	82	84	85	88

Source: ACS Volunteer Engagement Survey Results, February 2026. Scores are averages out of 100.

RESEARCH SYNTHESIS

Design for community, connection, and momentum.

The evidence reframed the problem from “How do we persuade Gen Z to volunteer?” to “How might we make motivation easier to act on, and worth sustaining?”

93% Community
The strongest stated motivation: service should create a genuine sense of belonging.

85% Connections
Gen Z values opportunities to build relationships while contributing to a cause.

79% Career growth
Skill-building and career exposure become especially important during the move into college.

44% Social discovery
Nearly half discover volunteer opportunities through social media, making content part of acquisition.

Sources synthesized in the ACS strategy deck include DoSomething Strategic, United Way, and American Red Cross research.

CORE PRODUCT CONCEPT

Empower 2.0: an engagement funnel, not a one-time event.

01

Easy entry

A clear “Start Here” path, one-hour micro-volunteering, campus partnerships, and options to volunteer with friends reduce discovery and commitment friction.

02

Social experience

Teams of 4 to 6, recurring cohorts, club partnerships, shared moments, and light gamification turn an isolated shift into a community experience.

03

Retention pathway

Post-event prompts guide people from first-time volunteer to returning participant and leader, with routes into Relay for Life and advocacy programs.

STRATEGIC SYSTEM

Four recommendations designed to reinforce one another.

01

Career-aligned tracks

Pair high school and college students across three role families: Digital Marketing & Content, Data & Analytics, and Patient Support. Each provides mentorship, practical responsibility, and visible skill development.

02

Social acquisition

Use Instagram and TikTok for specific openings, student POV content, and campus collaborations. A post-to-comment-to-auto-DM flow links interest directly to an application and reminder.

03

Impact reporting

Capture post-event feedback through QR codes and email, combine it with hours and role data, and show volunteers concrete outputs such as meals served or people supported.

04

Phased rollout

Start with discovery and pilot design, test roles and messaging with a focused cohort, then iterate toward a repeatable program that can expand beyond St. Louis.

SUCCESS FRAMEWORK

Measure the journey, not only the headcount.

The proposal recommends combining behavioral funnel data with volunteer feedback and impact outputs.

These are proposed measures for a future pilot, not claimed results.

- Opportunity-page conversion
- 30/90-day return rate
- Volunteer satisfaction
- First-shift completion
- First-time to leader progression
- Hours and people supported

Roadmap outcome: a volunteer experience that makes impact visible, and makes returning feel worthwhile.

PROJECT 02 · APPLEALLOCATE · CONCEPT PROJECT, 2026

A budget built around real life.

AppleAllocate is a proposed personalized budgeting service that turns real-time data, user context, and financial education into an adaptive monthly plan.

$5.99	Real-time	On-device
proposed monthly price	regional alternatives	privacy-first analysis

THE OPPORTUNITY

Budgeting tools often stop at the spreadsheet

The ecosystem brief starts with a behavioral gap: people may create budgets, but static plans are difficult to sustain when income, bills, subscriptions, and local prices change.

Existing chat-based AI can offer advice, yet the output is easily lost in long conversations and rarely becomes a persistent, actionable financial view.

TARGET USER

People navigating household accounting and subscription overload

The proposed audience includes individuals and families who need clearer monthly allocation, greater subscription awareness, and guidance that reflects their actual circumstances.

The concept is particularly relevant when a job change, unexpected expense, or price increase makes a once-valid budget obsolete.

PRODUCT THESIS

Turn context into a living monthly plan

AppleAllocate begins with occupation, income, rent, utilities, subscriptions, goals, and open-ended context.

It organizes that information into a full budget view, syncs eligible spending through Apple Pay, and adjusts the plan when the user reports a meaningful financial high or low.

ECOSYSTEM RATIONALE

Use Apple’s trust, services, and device continuity as distribution

The concept extends Apple’s services strategy into financial wellness.

Its proposed advantage is not budgeting alone, but a privacy-forward experience connected across Apple devices, payments, and on-device intelligence, positioned against standalone products such as Copilot Money, NerdWallet, and EveryDollar.

CORE JOURNEY

From financial context to a plan the user can act on.

01

Understand

Collect structured inputs, including income, fixed costs, subscriptions, and goals, then invite the user to explain circumstances that a form may miss.

02

Allocate

Translate the inputs into a monthly plan with category limits, a safe-to-spend view, and the ability to adjust allocations.

03

Adapt

Update the plan after spending activity or a financial change; warn when a proposed adjustment could compromise essential obligations.

04

Improve

Surface a marker when a relevant lower-cost option is available, letting the user compare before choosing whether to switch.

PRODUCT SYSTEM

Four capabilities working as one feedback loop.

The original brief proposed multiple AI services and secure data infrastructure.

At the product level, those technologies are expressed as user-facing capabilities rather than as the experience itself.

Adaptive budget

A persistent category-based plan that can respond to changed income, obligations, or user priorities.

Spend awareness

Apple Pay connectivity is proposed to help compare actual purchases against the plan.

Alternative discovery

Real-time and regional data can identify comparable, lower-cost subscriptions, utilities, items, or providers.

Explainable suggestions

Every recommendation should show the estimated savings, source context, and user-controlled next step, not switch services automatically.

FINANCIAL LITERACY

Explain the “why,” not just the number.

After the monthly plan is established, users can explore financial concepts in a format and level of detail that works for them.

The feature is educational and should remain clearly separate from personalized investment advice.

- 401(k) basics
- Brokerage accounts
- Roth IRAs
- Subscription trade-offs

TRUST AND RESPONSIBLE DESIGN

Financial products must communicate uncertainty.

The brief identifies privacy, inaccurate AI output, and adoption resistance as material risks.

A credible MVP would make these constraints visible in the interface rather than burying them in terms and conditions.

Incomplete or stale data

Show when a provider or regional price cannot be verified, include source timing, and let users dismiss the suggestion.

AI error or bias

Use guardrails, constrained financial workflows, plain-language reasoning, and human-controlled confirmation for every consequential change.

Sensitive financial context

Minimize collection, favor on-device processing where feasible, encrypt necessary data, and make a clear commitment not to sell financial information.

Advice boundary

Present education and budgeting support, not guarantees or investment recommendations, and direct users to qualified help when appropriate.

PROPOSED ROLLOUT

Validate trust and usefulness before expanding the intelligence layer.

01

Validate

Interview target users and test whether adaptive planning and alternative discovery solve a recurring problem.

02

MVP

Launch onboarding, editable monthly allocation, manual change reporting, and a limited set of verified subscription comparisons.

03

Integrate

Add eligible payment signals, broader regional data partnerships, and the educational layer after trust and retention are demonstrated.

04

Grow

Use relatable UGC, reviews, and Apple event visibility to show real budgeting scenarios rather than generic feature claims.

AppleAllocate is an independent concept project. Features, pricing, integrations, and rollout are proposals, not launched product claims.

PROJECT 03 · JOHNS HOPKINS ALL CHILDREN'S HOSPITAL · PRODUCT OPERATIONS, 2026

A safer path from case submission to review.

I redesigned the intake and distribution system for the hematology/oncology tumor board at Johns Hopkins All Children's Hospital, replacing fragmented email handoffs with structured, scheduled, and traceable operations.

10 fields	3 rounds	No PHI
standardized at submission	scheduled distribution cadence	attached to notification emails

THE CONTEXT

A multidisciplinary review depended on a manual inbox

The tumor board reviews cases submitted by clinicians and physicians across hospital systems.

Requests, including outside submissions, were emailed to a practice administrator, who had to monitor a continuous stream of messages, identify missing patient details, clarify the intended meeting date, and manually transfer each case into the working list.

THE PROBLEM

Unstructured handoffs created avoidable operational risk

Email made every submission different.

Required information could be omitted, requests for future meetings could be mixed with immediate cases, and cases could be overlooked during manual transcription or list preparation. The administrator also had to repeatedly compile and send updated patient lists as the meeting approached.

MY ROLE

Map the workflow, standardize intake, and automate distribution

I designed the end-to-end future-state process and implementation instructions using Microsoft Forms, Excel, Teams, SharePoint, Outlook, and Power Automate.

I translated administrator and clinician needs into required data fields, date controls, folder conventions, automated notifications, and an operating cadence the team could maintain.

DESIGN PRINCIPLE

Automate the handoff without removing human oversight

The system automates collection, population, and notification while preserving the coordinator's responsibility to review entries and filter by the requested tumor board date.

This keeps clinical scheduling decisions visible and controlled rather than hiding them inside a fully automated workflow.

INTAKE DESIGN

Make completeness the default.

A Microsoft Form replaced free-form email with ten consistent inputs.

The requested date is captured as a true date field, while radiology and pathology needs use controlled choices.

- Requested tumor board date
- Patient name
- Date of birth
- Radiology review
- Clinical details
- Presenter name
- Medical record number
- Diagnosis
- Pathology review
- Questions or concerns

OPERATING CADENCE

Three deliberate releases replace repeated ad hoc updates.

After filtering entries by the requested tumor board date, the coordinator saves a copy into the corresponding SharePoint folder.

Adding the file triggers the appropriate Power Automate email.

First preliminary · Friday, 12:00 PM
Creates early visibility into the developing case list.

Second preliminary · Monday, 12:00 PM
Provides an updated list before the final submission window.

Final list · Tuesday, 2:30 PM

Distributes the finalized set for tumor board preparation.

PROCESS MAP

A visible handoff from request to multidisciplinary review.

The future-state flow makes each owner and automated handoff explicit, including the three scheduled list releases that converge into one secure notification path.

1	**Clinician**	Submits Microsoft Form with patient information and requested date
2	**Automation**	Form responses populate the central Excel file
3	**Practice administrator**	Filters entries by requested tumor board date
4	**Practice administrator**	Places filtered entries into the corresponding dated SharePoint folder
5	**Scheduled folders**	Folder 1 first preliminary list (Friday), Folder 2 second preliminary list (Monday), Folder 3 final list (Tuesday)
6	**Automation**	Sends an email with a secure SharePoint link, no protected patient information attached
7	**Tumor board**	Board receives the list and prepares for review

Role colors: blue, clinician. Green, automation. Rose, practice administrator.

WORKFLOW COMPARISON

Reduce the places where a case can fall through.

Before, email-dependent	After, structured and traceable
• Cases arrive across ongoing email threads	• Every case enters through one structured form
• Required information varies by sender	• Responses populate a central Excel source
• Future-date requests require manual tracking	• Requested date supports controlled scheduling
• Patient lists are transcribed and redistributed manually	• Folder events trigger consistent link-based notifications

SUCCESS FRAMEWORK

What the team would watch after handoff.

- Submission completeness
- On-time list distribution
- Administrator preparation time
- Cases requiring follow-up
- Cases routed to requested date
- Missed or duplicate case reports

Product outcome: one source of truth for who was submitted, what was needed, and when the case should be reviewed. This case study describes the designed system; it does not claim measured clinical outcomes.