

Oriana Dentici, PMP

[Email](#) | [LinkedIn](#) | [Portfolio](#)

Education

University of Wisconsin-Stevens Point | BFA Theatrical Design and Technology | December 2013

Coursera Google Certificates | User Experience Design Certificate | June 2025

Project Management Institute | Project Management Professional (PMP) Certification | June 2026

Programs and Competencies

Programs: Figma, WordPress, Cascade CMS, Smartsheet, Microsoft Suite, Google Suite, Google Analytics, Claude

Competencies: Respondent Interviews, Qualitative Survey Design and Analysis, Project Management

Work Experience

Education Coordinator | Northwestern Medicine | June 2026 - Present

- Manage all aspects of the Vascular Surgery Continuing Medical Education (CME) courses
- Coordinate applications for clinical and surgical student observers and facilitate medical student rotations
- Deploy updates to program website as appropriate while reviewing information architecture to ensure intuitive navigation and accurate program information

User Experience Designer | Freelance | April 2023 - Present

- Apply foundational UX and visual design skills to create user personas, user journeys, wireframes, and prototypes that adhere to product specifications
- Maintain client relationships during project lifecycles by providing clear communications and comprehensive project documentation
- Communicate complex digital concepts in clear, practical language for non-technical stakeholders
- Identify opportunities to improve findability, navigation, access, usability, consistency, and the overall user experience

Program Coordinator | Northwestern University | December 2023 – June 2026

- Developed detailed project plans to monitor, track, and report deliverable progress for two National Institutes of Health (NIH) Research Project Grants
- Acted as central leadership and point of contact to drive cross-functional coordination for medical professionals, fellows, research analysts, and external stakeholders
- Performed risk management to minimize risks and implemented appropriate project changes as required
- Improved overall T35 Summer Research Program for Medical Students program satisfaction and favorability from 75% to 90% by identifying process gaps

Marketing Analyst | Dispensary33 | February 2022 – June 2023

- Identified appropriate Key Performance Indicators (KPIs) and reported key metrics from digital campaigns into meaningful insights
- Developed and implemented user guides for new technologies and facilitated appropriate end user trainings
- Conducted competitive research of direct business competitors to inform changes needed for marketing campaigns and product menu layout
- Performed website audit and incorporated customer feedback to improve user flow of product menu
- Worked with IT and other partners to address platform functionality, user flows, integrations, access issues, and related technical or operational dependencies
- Assisted in the redesign of the Cannabis Compassionate Care Program application process to improve accessibility to medical cannabis patients

Digital Media Project Manager | Rise Interactive | August 2021 – February 2022

- Increased overall project completion from 41% to 65%
- Collected feedback and performance data via surveys, analytics platforms, and Search Engine Optimization
- Worked cross-functionally with sales, operations, programmatic, and creative teams to manage and meet project deadlines
- Analyzed, experimented, and tested strategies for continuous campaign optimization
- Managed online marketing strategies, promotions, and social media engagement to meet client objectives

Program Coordinator | Northwestern University | May 2018–August 2021

- Provided all day-to-day operations and communications for the Health Sciences Integrated PhD and the Health Services and Outcomes Research Master's Programs
- Enhanced program engagement for alumni, faculty, mentors, and prospective applicants
- Reviewed applications for completeness, coordinated all travel accommodations, and managed admissions interview schedules for prospective students
- Coordinated and facilitated all program events and quarterly educational residency sessions
- Reviewed budgets for the program and investigated proper expense allocation
- Investigated best ways to market research opportunities to appropriate interest groups

Research Project Manager | Schlesinger Group | September 2017 - March 2018

- Directed teams through all phases of market research projects while assisting with survey design and recruitment efforts for both quantitative and qualitative studies
- Coordinated day of study logistics for on-site market research including respondent payments, session recordings and transcriptions, and confirmation re-screenings
- Managed multiple complex study requirements by maintaining organized records and project trackers