

Making complex information easier to explore

A website content and experience redesign for the American Board of Internal Medicine (ABIM)

ROLE	FOCUS	STATUS
Digital Communications Strategist	Content organization · UX considerations · CMS staging	Unpublished staging work

THE PROJECT

ABIM’s Data and Reports section brings together information such as assessment pass rates, certification counts, workforce data, annual diplomate reports, and specialty knowledge-gap reports. The project was to rebuild the landing page in a staging environment with a more structured presentation of the available resources.

THE DESIGN OPPORTUNITY

The challenge was to help visitors scan a broad set of report resources and recognize where to go next. The redesign focused on content grouping, clearer headings, image-supported sections, and more visible calls to action—without claiming measured usability or engagement gains.

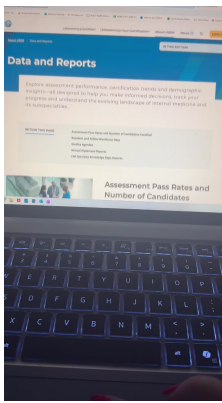
BEFORE → AFTER

BEFORE	AFTER — STAGING
The existing live page presents a range of report categories and links in its established page structure.	The rebuild organizes report areas into more deliberate visual sections, with supporting imagery and prominent navigation cues.

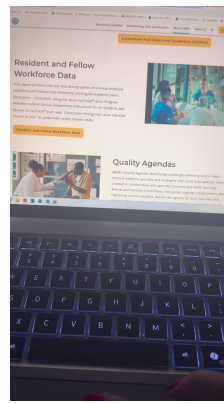
Live reference: abim.org/about/data-and-reports/

STAGING WALKTHROUGH

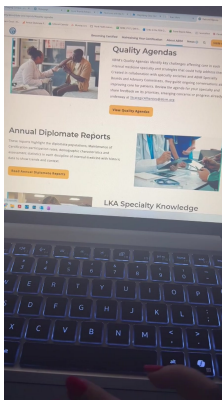
Selected frames from the supplied staging video. These are photographed screen captures, so use cleaner direct screenshots from the CMS/browser if available before publishing.



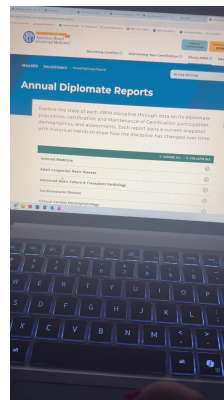
Staging overview: Data and Reports landing page



Report categories presented as visual content blocks



Structured report groupings and navigation



Annual Diplomat Reports section

MY CONTRIBUTION

- **Page rebuild and CMS preparation.** Recreated the landing page in the staging environment and arranged content in the revised layout.
- **Content structure.** Reviewed how report categories and related resources were grouped and presented.
- **Visual content coordination.** Incorporated supporting imagery, links, headings, and calls to action into the page experience.
- **Stakeholder collaboration.** Prepared work for review and coordinated feedback with relevant partners and subject-matter experts.
- **Review readiness.** Organized the staged page for review ahead of potential publication.

DESIGN PRINCIPLES

SCAN	GROUP	GUIDE
Use clear headings and distinct sections to help visitors orient themselves.	Present related report resources in a consistent, recognizable structure.	Use visible links and calls to action to support the next step.

OUTCOME & STATUS

The redesign produced a more deliberately structured staging version of the Data and Reports landing page. Because it had not been published, there are no post-launch analytics, usability findings, or performance results to report. The intended impact was to make the page's report categories easier to scan and navigate.

Portfolio disclosure: This project was developed for ABIM during my employment. The redesigned page remained in staging and was not published. This case study describes my role and design approach; it does not imply a live launch or measured performance improvement.

SKILLS

Content strategy · Information architecture · UX-minded content design · CMS staging · Quality review · Project management · Stakeholder coordination

Project context: ashleybarrow.com | Live-page reference: [ABIM Data and Reports](#)