



Alex Wills  
Ethnographer,  
Fuse by Cardinal Health



Alex is the ethnographer at Fuse by Cardinal Health. Working with a cross-functional team of UX designers, innovation strategists and engineers, she drives generative and evaluative research planning, approach and analysis across a range of innovation projects. Alex views research work as a true craft; translating, synthesizing, communicating and presenting research findings for design solutions that meet specific customer needs. Using strong critical thinking and qualitative analysis/synthesis skills, her ability to communicate and translate research findings ensures valuable insights for the end user experience.

Prior to Fuse, Alex specialized in providing ethnographic research for multi-disciplinary teams as they developed solutions for complex problems. She supported product/service design and marketing/branding for non-profit, education, healthcare and corporate organizations. For more than 20 years, her research, throughout the United States and abroad, has served the Mayo Clinic Center for Innovation, the City of Savannah, the University of Toronto's Institute of Biomedical Communications, the United States Peace Corps, the Los Angeles Unified School District and several Fortune 500 organizations.

She earned her bachelor's degree in journalism from Ohio University, and her master's degree in sociology from California State University Dominguez Hills.

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**About Fuse by Cardinal Health**

Cardinal Health saw the need for ongoing innovation to address challenges, anticipate trends and maintain relevancy in healthcare. Fuse opened its doors in 2014 and is the innovation center of Cardinal Health. Made up of a nimble, diverse team which merges technology and science with human-centered design, they bring deep expertise and industry foresight to solve complex healthcare challenges while leveraging the reach and resources of a large, global corporation. As ambassadors of change, they work alongside customers to illuminate opportunities and create solutions that transform the future of health and wellness.

Learn more about Fuse at [www.cardinalhealth.com/fuse](http://www.cardinalhealth.com/fuse).