



## Research + Strategy | Service Design

I'm a service designer with a curious spirit and a drive to create meaningful experiences.

### CONTACT

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330.806.9287

### EDUCATION

#### Institute of Design, Illinois Tech

Masters of Design

Graduated 2015

#### Syracuse University

B.A. Cultural Anthropology

& Photojournalism

Graduated 2005

### SKILLS

#### Research

Research scoping and planning

Problem framing

Leading qualitative research

Ethnography

Secondary research

Co-design

Synthesis of user needs

#### Strategy

Insight Development

Frameworks and Models

Service and journey mapping

Roadmapping

Project management

Workshop facilitation

#### Design

Creative Concepting

Prototyping and Testing

Communication design

Storytelling

Video editing

Photography

Adobe Creative Suite

Microsoft Office Suite

### EXPERIENCE

#### UnitedHealthcare

##### Associate Director, Human Centered Design

Jan 2015 - Aug 2017 | Chicago, IL

Led human centered research and design projects for business partners across the organization that improved experiences for employees, members, providers, and communities.

Utilized design research methods to gain a deep understanding of user needs in order to create services that accounted for the complexities of the evolving healthcare ecosystem.

Created and managed strong business relationships throughout the design process from problem framing to development, championing human centered design approaches through deep collaboration and workshop facilitation.

#### Yahoo!

##### User Experience Research Intern

Summer 2014 | Sunnyvale, CA

Led a design research study to explore user engagement around Tumblr through an online diary study, semi-structured interviews, and usability testing.

Collaborated with the UX research teams with ongoing generative and evaluative studies for several product platforms.

#### Insight

##### Research and Strategy Intern

Summer 2013 | Chicago, IL

Collaborated on generative and evaluative research projects, including ethnographic interviews and usability testing for healthcare and commercial clients.

Created client-facing research videos and graphic collateral including icons, presentations, and process maps.

#### Quantitative Risk Management

##### Education and Design

2006-2008 / 2010-2013 | Chicago, IL

Designed marketing and education materials for the financial software industry.

#### Robinson and Maites

##### Lead Art Director

2008-2010 | Chicago, IL

Designed and developed concepts for digital and print advertising and marketing campaigns as well as new business pitches.

### AWARDS

*CORE77 Design Award: Strategy & Research, Student Runner Up 2015*

#### Wayfinding for Memorial Sloan Kettering Cancer Center

Developed a wayfinding system and design strategy through iterative research and prototyping for the Memorial Sloan Kettering Cancer Center in New York that put the needs of patients and families first.

*CORE77 Design Award: Service Design, Student Notable 2015*

#### White Rabbit

Designed an experiential event service that allows users to spontaneously book a mystery outing with friends, aimed at people who find it difficult to coordinate activities with friends and end up staying at home or doing the same thing weekend after weekend.