

Liz LeBlanc

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Boston, Massachusetts
Oslo, Norway



EDUCATION

2013-2015
Master of Design
The Oslo School of Architecture and Design
Oslo, Norway

2008-2012
Bachelor of Fine Arts, Industrial Design
Massachusetts College of Art and Design
Boston, MA

2006-2008
University of Massachusetts, Amherst
Economics, French
2 years on Dean's List

AWARDS

Making Waves Award for Service Design 2014
EGGS Design Award for Complexity
& Holistic Approach 2014
Making Waves Award for Service Design 2013
Graduated with Departmental Honors 2012
MassArt ID Department Leadership Award 2011
Institute of Human Centered Design:
24 Hour Design Challenge 2010 - Best Idea

PUBLICATIONS

Relating Systems Thinking & Design Symposium
Presented *On The Same Page*,
Giving Form to Complexity
Banff, Canada September 2015

Service Design Network
Touchpoint Volume 7 No 2.
Co-Author: *The Bridge between
In-house and Consultancy*
August 2015

SKILLS

Written and visual communication,
service strategy, sketching, illustrations,
interviews, workshop facilitation, storytelling,
presentations, brand development, naming,
dot connection, dinner parties

WORK

EGGS Design

Service Designer October 2013 - July 2015

I most frequently worked in the initial phases of digital design projects to form service strategies, which included qualitative research, identifying needs, mapping user journeys, and creating storyboards. My work often required storytelling, whether it was writing cases about our projects, content for the upcoming website, crafting marketing material, or facilitating workshops with clients and users. I provided illustrations to accompany offers and pitches to better convey the message being delivered. I also worked with branding projects, service personalities, and internal projects to support the company culture during times of intense growth.

Mayo Clinic, Center for Innovation

Service Designer & Researcher July 2012 - July 2013

I worked on several projects with different client engagement models. I was the design lead for 4 internal grant projects and supported 4 others. I observed patient appointments, shadowed surgeons, interviewed volunteers, and learned benefits and challenges of working in a large organization. I researched, wrote, and illustrated tools to communicate the value of design to the Mayo community through an online platform. I created original content to empower employees to lead innovative projects within their practice or department.

Taza Chocolate

Retail & Production Staff October 2009 - July 2012

As a tour guide, I learned how to tailor a story to an audience. As the face of a company that grew from 20 to 80 employees, the retail team and I underlined the importance of storytelling, education, and a commitment to the mission. In the factory, I learned about manufacturing environments, to be proactive, always looking for what needs to be done, and patient, because not everything can be rushed.

iRobot

Industrial Design Intern June 2011 - August 2011

I assisted the design team with usability tests, concept development, task analyses, and creating production artwork. I sketched, built models, fixed models, participated in brainstorming, and provided product renderings. This was the summer of patient prototype fixing. My main project for the summer was to redesign the handle of the iRobot Looj gutter cleaning robot, currently in production.

Northeastern University

Design Consultant November 2010 - May 2011

I consulted a group of graduate technological entrepreneurship students developing social media tools. I helped them gain user insight by conducting group and individual interviews and facilitating concept development sessions. I was also responsible for naming, branding, and wire framing user interfaces.

Campus Design and Copy

Co-Manager April 2007 - May 2008

I ran this print and copy shop with 10 other students. On the visual side, I designed and produced print materials for clients on and off campus. On the business side, I managed payroll, and oversaw inventory and lease agreements. When the shop was at risk of closing, we introduced a new line of handmade products from our left over material. This is where I cemented my love of working with a great team. I learned the strength of working in a small, non-profit, collectively run business.