

# Drew Raines

Drew.Raines@gmail.com

703.615.2341

[Download work samples PDF](#)

## Skills

### Design Research

Generative and evaluative research, Quantitative analysis, Study framing, Interviewing, Online qualitative methods, Stimuli-based methods, Survey design

### Service / Experience Design

Framework development, Journey Maps, Storyboards, Service Blueprints, Ecosystem maps, User Flows, Personas

### Design Strategy

Market analysis, Roadmaps, Product strategies, Brand personality development

### Workshop Facilitation

Plan and facilitate brainstorming, experience mapping, and product strategy workshops

### UX/UI Design

Sketch, Illustrator, InDesign, PhotoShop, Adobe Xd, Persuasive interaction design, Wireframes

## Education

### Illinois Institute of Technology Institute of Design // 2014

Chicago, Illinois

Master of Design (MDes)

### Qualia Health

Studied the relationship between adult caregivers and their aging parents. Focused on the opportunity to enhance relationship via sensor systems.

### Prototyping Businesses

Pioneered a technique of using value-webs and activity systems to prototype new business opportunities for United Way.

### Core77 Service Design Award [view award](#)

Designed "The Merchant & Muse," a service which was featured in Core77's Service Design awards in 2014.

### Rotman Design Challenge [view project](#)

Semi-finalist at the 2013 Rotman Design Challenge.

### Brown University // 2010

Providence, Rhode Island

B.A., Environmental Studies, with Honors

### Senior Thesis

Quantitative study: used regression analysis on demographic and business-pattern data to model driving habits across the USA.

## Other Things I Love

**Backpacking:** Hiked in Spain, Peru, the Rockies, and White Mountains. Completed the Long Trail, a one month long trek in Vermont.

**Ultimate frisbee:** Captain of college and club teams; 2011 World Beach Ultimate Cup Champion.

**Building things:** Recent projects include an innovative camping hammock, a bed, two desks and a wall of shelves.

## Experience

### Dātu Health [view website](#)

#### Service Designer // 2014-2016

- Designed and ran research projects with providers and patient populations to understand business and user needs.
- Produced strategic vision and competition analysis for a new product, which gained significant traction from multiple large health systems.
- Collaborated with UI/UX team to refine product
- Ran user Alpha+ Beta product learning initiatives.
- Managed work with development vendor.

### Studio Echelman [view TED talk](#) [view Philadelphia project](#)

#### Project Manager // 2010-2012

- Co-wrote and created the PowerPoint for Janet's 2011 TED talk, "Taking Imagination Seriously," which has over 1.5 million views, and was #1 on Oprah's List of 50 Things that Make You Say Wow!
- Managed \$8 Million project at City Hall in Philadelphia, from concept through ground-breaking. Created visualizations, refined the design and collaborated with architects. The art helped the plaza renovation receive a \$15 million grant.

## Freelance Work

### J&J Global Strategic Design Office

#### Experience Design Lead // 2016

Updated and unified the experience of a Health and Wellness offering across digital, print, and physical touchpoints.

### Nature Global Inc. [view indigogo](#) [view website](#)

#### UI/UX Designer // 2015-2016

Planned, wireframed, and designed the mobile app and website for energy efficiency startup. Reached 191% of funding goal on indigogo.

### Vamonde [view website](#)

#### UX + Strategy Consultant // 2014

First employee. Conducted research, developed concept and positioning, and designed UX for mobile app. Work helped land Series A funding for the app, which is now live.

### Trunk Club

#### Customer Insight Consultant // 2014

Hired by co-founder. Created service blueprint and user experience models to guide how new digital products mesh with existing delivery, call center, and brick & mortar touchpoints.

### Godrej & Boyce, India

#### Researcher and Strategist // 2013-2014

Co-led team from IIT and Godrej on a healthcare design project. Achieved dual objectives of creating a strategic direction for the company, while teaching innovation methods.

### Accenture

#### Design Research Consultant // 2013

Researched and full-scale prototyped workspace strategies for Accenture's outsourcing offices and call centers in India and the Philippines.