

Whitney Braunstein

Service Design | Experience Design | Interaction Design

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SUMMARY

I have experience working through all phases of the design process, from clarifying the problem statement and designing user centered research to testing prototypes for usability and overseeing design realization. Prior work history includes 2 years in digital strategy (2011-2013) and 5 years in nonprofit (2004-2009).

RELEVANT EXPERIENCE

Fjord Design and Innovation

Interaction Designer, 2015-2016

- Conducted ethnographic research and in-depth interviews with customers and employees to develop user archetypes, current state customer journeys, and future state service design blueprints.
- Concepting, concept refinement, team facilitator for co-creation workshop with stakeholders.
- Designed screens in ecommerce check out flow according to patterns set by lead interaction designer.

NYC Service Design Jam

Lead Organizer (Volunteer), 2015-2016

- Led a team of 16 volunteers to design a weekend-long service design hackathon. Interviewed past participants and volunteers to determine agenda and priorities.
- Developed user tasks and information architecture for event website. Maintained site before, during, and after event.

HAVAS LYNX

Director, Service Design and Digital Strategy, 2013-2015

- Lead service designer on development of the online and offline patient support program. Developed a program that has flexibility to meet the distinct needs of each segment and remain within business constraints.
- Lead digital strategist for launch of flagship product. Developed insights into digital activity and behaviors for patients, caregivers, prescribers, and non-prescribing healthcare professionals.

SKILLS

User Research
Competitive Analysis
Research Synthesis
Workshop Facilitation
Concepting
Information Architecture
Hi- and Lo-Fi Prototyping
Client Management
Video Editing

DELIVERABLES

Personas and Archetypes
Customer Journey Maps
Design Principles
Service Design Blueprints
Storyboards
Task Flows and User Flows
Product Requirements
Annotated Wireframes
Interactive Prototypes

EDUCATION

MIT Sloan

MBA, Marketing

Brown University

BA, Visual Arts

General Assembly

User Experience Design

PRIOR WORK

OgilvyOne

Sr. Digital Strategist

Sephora.com

MBA Intern, Product
Management

Management Systems
International
Project Manager

Coro New York

Leadership Center

Fundraising Associate

Project Muso Ladamunen
Co-Founder

Speak Truth to Power
Assistant Producer

SOFTWARE

Adobe InDesign
Adobe Premier
Axure
InVision
MS Office
Omnigraffle
Pop App
Sketch