

Rebecka Sexton

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INNOVATION AND SERVICE DESIGN LEADER

Highly skilled and innovative designer, product developer and researcher with ability to create actionable insights, develop new solutions and services and strategy by combining Human Centered Design, consumer research, innovation strategy, and product development leadership experience.

- Lead and support organizations to understand and utilize innovation and creative problem solving methods.
- Manage and coach cross-functional teams through ambiguity to drive results.
- Lead service excellence efforts that build relationships and partner for optimal solutions with minimal risk.
- Take concepts from idea to launch.
- Gather input from all stakeholders; understand precedents and context of client needs and work together to form a plan everyone can support.
- Develop actionable insights to help build concepts and solutions.
- Influence proactively. Successfully identify issues early on and advocate for use of innovative mind-set on outcomes and behaviour.
- Utilize experience from other industries to strategically propel solutions into future state.
- Understand how organizations work and how to navigate.

CORE COMPETENCIES

Human Centered Design & Service Design • Collaboration Facilitation • Innovation Planning & Strategy • Information Visualization • Innovation Planning & Strategy • Experience Mapping & Prototyping • Thought Leadership • Recommendations & Tactical Pivots • Qualitative Research & In-Field Observation • Product Development & Implementation

PROFESSIONAL EXPERIENCE

OPTUM, INNOVATION, RESEARCH AND DEVELOPMENT DEPARTMENT

2016 - Present

DIRECTOR, HUMAN CENTERED DESIGN

Recruited to work as a service designer and innovation expert focused on consulting for product and service development, business operations, innovation strategy and process.

- Implemented Innovation Engine process and organizational launch to increase innovative idea submissions; resulted in 50% increase in proposals.
- Created concepts that resulted in USPS partnership solution for new fraud prevention program that has captured over \$28M in fraud cases to date.
- Identified 5 new opportunities for increased Health Savings Account utilization amongst 9M users.
- Created and led 1-day consumer workshop attended by 2,500 customers at OptumRX conference resulting in creation of 40+ concepts and formation of a Customer Advisory Panel.

CARILION CLINIC, CENTER FOR INNOVATION

2012 - 2016

SERVICE DESIGN CONSULTANT

Introduced and led system-wide Human Centered Design and Service Design methods to improve patient experience and quality, increase staff engagement, and provide mentorship, working closely with senior leadership. Served as consulting partner to quality improvement, strategic development, clinical units, and operations to develop improvements, new services, and culture change initiatives.

- Led 7 system-wide service design initiatives that improved HCAHPS scores, created a better patient experience and increased staff engagement.
- Participated on Patient Engagement and Experience Committees; helped create Patient Advisory Board; developed partnership and conducted research on engagement tools resulting in purchase of 3 system-wide technology acquisitions and 8 cross-functional initiatives.
- Co-created over 40 implemented Population Health Management solutions with COPD patients.
- Led efforts to improve OB experience for new moms resulting in HCAHPS increase of 36%, entrance redesign, and 11 new programs.

VIRGINIA TECH UNIVERSITY – INDUSTRIAL DESIGN PROGRAM

2013 - 2016

CONSULTANT

Served as consulting partner with department head to develop design research and service design curriculum in Industrial Design Program.

FREELANCE DESIGN RESEARCH CONSULTANT**2012****Clients Included: Sylver Consulting and Root Learning**

Member of 5 person team that conducted online and in-field qualitative research for major food and retail companies for new product categories, services, and customer experience using granular behavioral analysis, video diaries, shop-a-longs, workshops, observations, photo documentation, and ethnographic interviews.

- Helped develop and conduct over 21 days of journal analysis including 300 online diaries, shop-a-longs, and video/ photo analysis.
- Helped create final design principles and insights, 5 personas and 8 new opportunity spaces for PepsiCo.
- Interviewed 40+ store employees across the country for Gap brands resulting in 6 new opportunity spaces.

**THE CHAMBERLAIN GROUP, INNOVATION, RESEARCH AND DEVELOPMENT
DESIGN RESEARCH LEAD****2011**

Project manager and design research lead for exploration of new opportunity spaces and business case validation for automated warehouse door systems in distribution centers across U.S. through ethnographic research, task analysis, video analysis and framework development.

- Conducted 3 months of ethnographic research at 4 warehouses including 40 interviews with operators and management concluding in actionable insights and opportunity spaces.
- Conducted end-to-end task analysis to identify time lags resulting in safety assessment by risk department.
- Oversaw management of external design research and innovation consulting firm.

SC JOHNSON, INSECT DIVISION**2010 - 2010****DESIGN RESEARCH LEAD**

Led development and coaching of 2 teams as part of newly formed company wide innovation process including blue sky and traditional to bring products through commercialization and white space opportunities.

- Conducted 2 weeks of focus groups, user research, analysis and synthesis in U.S. and Europe with over 40 interviewees.
- Facilitated strategic concept framing workshop to identify and winnow viable opportunities from over 300 down to 5 for presentation to senior leadership.
- Managed external design firms including RKS and Continuum.

FLUID MANAGEMENT, MARKETING DEPARTMENT**2004 - 2009****ASSOCIATE PRODUCT MANAGER (2006 – 2009)**

Managed direction and development of software for equipment manufacturing, interface, and all associated marketing communications.

- Led VOC interviews for Six Sigma project to guide strategic road mapping and competitive analysis.
- Coached engineering team on design improvements.
- Led user research, and in-field studies that led to redesign of software resulting in \$6M increase in sales.
- Managed creation, copy development, and printing of all marketing communications.

INSTRUCTIONAL DESIGNER, CUSTOMER SERVICE DEPARTMENT (2004 – 2006)

Oversaw holistic program for development of service program materials for end-to-end use for purchasers, machine operators, customer service representatives, and equipment repair staff.

- Produced over 300 graphically oriented technical documents (print and online), video how-tos, equipment redesign and packaging resulting in 3% decrease in calls to Customer Service Center.
- Managed product recall for major piece of equipment with over 200 customers.
- Led redesign of multi-department equipment maintenance program now standard with all equipment sales.

EDUCATION**Master of Fine Arts - Sculpture and Design** University of Texas at Austin Austin, TX**Master of Design – Design Methods** Illinois Institute of Technology Institute of Design Chicago, IL**Service Certificate** - ASU W.P. Carey School of Business, Center for Services Leadership Phoenix, AZ**Bachelor of Fine Arts - Design** University of North Carolina at Greensboro Greensboro, NC