

ERIKA BRAUN

Strategist | Design Researcher | Industrial Designer

Contact

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Capabilities

Design Thinking
Exploratory and Generative Design Research
Usability Testing and Evaluative Design Research
Co-design Workshops & Brainstorming Sessions
On-the-Wall Cluster Analysis and Database Analysis
Experience/Ecosystem Mapping and Visual Storytelling
Product Development, Concept Sketching, and CAD

Technology Skillsets

Collab. Software: Microsoft Teams, Slack, Mural, Whimsical
Graphic/UI Design: Adobe Illustrator, InDesign, Sketch
Sketching & Rendering: Rhino, Sketchbook Pro, Photoshop

Practiced Methods in Design Research



{observe}



{question}



{co-design}

References

Paul Reeder
Founder of Design Axis, Industrial Design Consultancy
Currently, Executive Director, Innovation Strategies
at The Ohio State University
227 Mason Hall, 250 Woodruff Avenue, Columbus OH 43210
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Elizabeth (Liz) B.-N. Sanders, Ph.D.
Design Research Instructor and Thesis Advisor
Department of Design at The Ohio State University
230 Hayes Hall 108 N. Oval Mall, Columbus OH 43210
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Monica Weiler, Ph.D.
Co-founder of Stratos Innovation Group
1266 Manning Pkwy Suite C, Powell OH 43065
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Christopher Hanks, MD
Collaborator On Two Autism Transition-related Projects
Provider of Internal Medicine and Medical Director for the
Center for Autism Services and Transition (CAST)
The Ohio State University Wexner Medical Center
3691 Ridge Mill Drive, Hilliard OH 43026
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Education

2013 - 2016

Master of Fine Arts (MFA) Design Research & Development
GPA: 3.96, The Ohio State University
Graduate Fellowship, Graduate Teaching & Research Appointments Awarded

2004 - 2008

Bachelor of Science Industrial Design
GPA: 3.83, Magna Cum Laude The Ohio State University

Experience

2019 - Present

Senior User Experience (UX) Strategist, OhioHealth

- Lead UX strategy on two cross-disciplinary teams: 1) a product team dedicated to building virtual health products, 2) a leadership team dedicated to designing the hospital and clinic rooms of the future for patients and health providers
- Conduct field observations, interviews, user-testing, and collaborative sessions (co-design, experience/ecosystem mapping, problem definition, and ideation) with consumers, healthcare clinicians, and leaders across the organization
- Synthesize quantitative data and qualitative research insights into personas, design/dev. criteria, journey maps, visual frameworks, low-fi prototypes, and leadership presentations to communicate findings, inform product, service, and experience design, and influence organizational strategy
- Pilot test and iterate digital solutions with end-users, designers, and engineers
- Led UX efforts on a pioneering fusion team dedicated to hospital throughput, resulting in two deployed solutions and measurable business/patient outcomes
- Contributed to quickly establishing a Hospital at Home model at height of COVID

2018 - 2019

Founder & Principal Researcher/Designer, Collective Design Initiative

- Developed client relations and project scopes; led participatory research
- Designed and evaluated low-fidelity prototypes with healthcare partners
- Conducted ethnographic research and interviews with partners around the globe; insights informed the development of a more durable solar lamp, designed in collaboration with another designer and engineers in China

2016 - 2018

Design Research Lead, Stratos Innovation Group (Agency)

- Led design research projects for a global healthcare company, a pediatric healthcare system, and consumer design companies
- Developed and executed tailored research approaches and methodologies (e.g. remote & in-home interviews, co-design methods, analysis/synthesis, etc.)
- Oversaw, mentored, and developed junior design researchers
- Created visual experience maps, service blueprints, segmentation/personas, and insight reports for product design, service design, and business strategy

2013 - 2016, 2019

Instructor, Department of Design, The Ohio State University

Design Fundamentals, Design Research, Sophomore Industrial Design Studio

2013 - 2016

Graduate Researcher, Department of Design, The Ohio State University

Collaborated with a team of graduate students and design professors on a corporate sponsored research project – planning, developing, testing, and evaluating new generative and participatory design research methods

2013 - 2016

Industrial Designer, Design Axis (Freelance)

Concept sketching and CAD product development for Finis and Speedo

2012 - 2013

Industrial Designer, Tech. Commercialization Office, The Ohio State University

- Collaborated with principal investigators (PIs) and licensing officers (LOs) to strategize a commercial path and validate their intellectual property (IP)
- Determined primary user needs/requirements for ideas and explored ways to improve function and form, in order to expand the IP and add market value
- Developed refined concept sketches and 3D CAD renderings that were used to market the IP and visualize patented concepts

2008 - 2012

Industrial Designer, *Design Axis (Agency)*

- Designed new consumer products for Schwinn, Cannondale, Nike Swim, Speedo, Aqua Sphere, Char-Broil, and MacTools
- Coordinated and conducted field research, interviews, and ideation sessions
- Developed personas/consumer segments to define design requirements
- Compiled and evaluated competitive market research

2007 - 2010

Industrial Designer, *B. Toys (Freelance)*

- Designed 2 toys sold at Target, the Alphaberry and B. Toys Steering Wheel

Publications

2021

Published

Gartner Case Study: *Fusion Team Drives Operational Efficiency in Patient Throughput (OhioHealth)*

2017

Co-authored

Saqr, Y., Braun, E., Porter, K., Barnette, D., & Hanks, C. (2017). *Addressing medical needs of adolescents and adults with autism spectrum disorders in a primary care setting*. *Autism*, 1362361317709970.

2017

Contributed To

Bendoly, E. (2016). *Best Practices in visual design. Visual Analytics for Management: Translational Science and Applications in Practice*, New York: Taylor & Francis/Routledge.

2016

MFA Thesis

Framing Wicked Problems Using Co-Design and a Hybrid Design Toolset

Explored the use of digital and non-digital methods and tools to drive shared understanding, problem framing, and co-designed solutions for wicked problems. With young people on the autism spectrum, parents, and healthcare providers/administrators from The Ohio State University Wexner Medical Center and Nationwide Children's Hospital, new service and product opportunities were uncovered to improve healthcare transitions for adolescents with autism.

2014

Co-authored

Braun, E., Moreland, J., Sanders, E., & Gill, C. (2014). *Designers in Design Thinking*. DS 78: Proceedings of the E&PDE 2014 16th International conference on Engineering and Product Design, University of Twente, The Netherlands.

Presentations

2022

Press Ganey National Client Conference (virtual presentation)

Topic *Tackling Telemedicine Challenges with Iterative Design*.

Co-presented with Lynn Beebe

2021

Epic UGM Annual Conference

Topic *Mission Impossible: How a Fusion Team Solved a Patient Flow Problem*.

Co-presented with Scott Estep and Courtney Cahill

2018

Baylor College of Medicine 19th Annual Chronic Illness and Disability Conference: Transition from Pediatric to Adult-based Care

Topic *Care Anywhere: A New Model and Tool for Health Care Transitions*

Co-presented with the Medical Director and Program Director, Center for Autism Services and Transitions

2018

The Ohio State University Community Engagement Conference

Topic *Co-designing with Communities: Aging, Autism, and Diabetes*

Co-presented with Liz Sanders and Sapna Singh

2015

The Ohio State University Arts and Autism Conference

Topic *Co-designing for the Future. The value of design in wicked problems, such as Autism, and the value of bringing people with autism into the co-design process*.

Co-presented with 2 adults with autism and 1 caregiver

2014

16th International Conference on Engineering and Product Design
University of Twente in The Netherlands

Topic *Designers in Design Thinking*.

Co-presented with Jessica Moreland and Emma Sanders

Patent Contributions

US8746266, Apparatus for establishing dynamic ground contact, Towzer Sports, 2014

WO2012082892, Improved water suit for enhanced performance, Aqua Lung America, 2012

WO20120144541, Water suit for enhanced performance, Aqua Lung America, 2012

*WO2013019950, Ear Warmer, 180's, 2013

*WO2013019951, Ear Warmer, 180's, 2013

*WO20130195308, Ear Warmer, 180's, 2013

(*Named on patent)

On-going Work & Volunteering

Industrial Designer and Researcher, *Unite to Light*

Since 2017, I've continued to partner with Unite to Light to refine the design of their solar light to meet the needs of people living in developing (and developed) countries. This has involved spending time in Haiti conducting ethnographic research and interviewing partners around the globe to uncover unmet lighting needs. Currently, I am co-leading research efforts to test the educational, emotional/social, health, and economic impact of our new, more durable solar light in Honduras. In the future, we plan to explore design concepts for a solar room light based on needs that have emerged in research.

Board Member, *All Inclusive Living*

Since 2016, I've acted as a board member for All Inclusive Living, an organization aimed at creating an intergenerational, intentional living community in Columbus to address the growing needs of adults with disabilities and their families, as well as the aging population.

My role on the board has been to lead human-centered design and research efforts to understand the needs of these populations and outline community requirements.