

# Design Portfolio

of

# Jodi Schwartz

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Visual design works

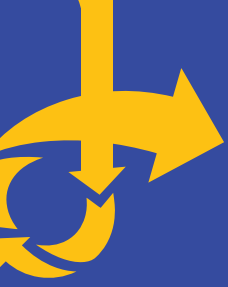
Optimism,  
Passion,  
Determination

Designing for  
the RIGHT  
audience

As a...  
Human-Centered  
Designer

Improving  
experiences

Helping  
Others



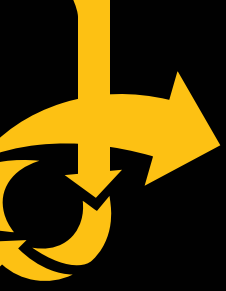
## Call to action:

To develop delightful experiences that drives behavior change and create impact in a digital age.

## How I bring it to life:

With relentless curiosity, empathy to understand the audience and a real-world application mindset.





# How I help to communicate value

- Human centered design approach to provide experience innovation
  - Helping to find points of differentiation along the patient's journey
  - Framing insights to find opportunity
- Strong user empathy
- Visually communicate deliverables
- Storytelling
- Multi-disciplinary collaboration



# Breaking down my process



**Gaining Empathy:  
Getting Situated**

**Understanding:**

Challenge, problem, client  
Deep-dive into trends, competition

**Game-plan:**

Research, background, budget

**Observing-listening:**

in-context, ethnographic, in-home,  
on-site observation, diaries, video  
surveys, experience simulation,  
quantitative



**Determining the  
“real need”**

**Framing insights:**

Looking for patterns, clustering  
journey mapping, sorting, user-  
response analysis, observation web,  
workshop development

**Framework creation:**

insight storytelling

**Framing possible concepts:**

brainstorming, “How might we’s”



**Explore concepts  
Build and Iterate**

**Concept generation:**

Personas, ideation session, concept  
generating, concept metaphors and  
analogies, role-play ideation,  
behavioral prototype

**Prototyping and iterating:**

concept sketching, behavioral and  
concept prototyping, storytelling,  
wireframe

**Framing possible solutions:**

service blueprinting, design  
strategy, solution roadmapping,  
storyboarding, in-context video,  
experience prototyping



# 3D Printing Recycling: M-Blend

## For Maker Community

**Goal:** Manage the new 3D printing wastestream.  
Allow consumers to focus on the product that comes from the value of recycling.

**How Might We:** alter the Maker Community behaviors to incorporate recycling into a growing new segment.

**Strategy:** Focus on the Maker Community to integrate the M-Blend touchpoints into their 3D printing routine. Using M-Blend service to provide an opportunity to connect the Makers creating at home to the Maker Spaces popping up around the cities.

# M-Blend

## Touchpoints in service



### The Product:

Introduces the purpose of the brand and the tangible final product it produces.



### The collection:

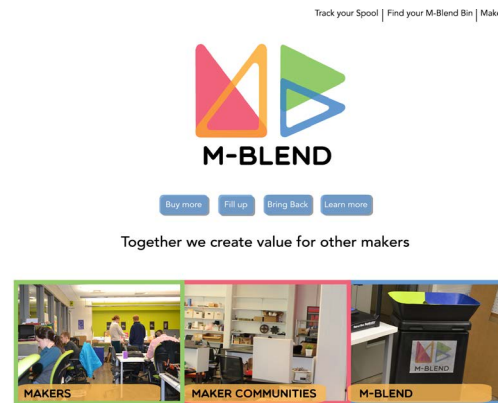
For the maker at home, it helps to change habits. The maker is prompted to, “Fill me up and bring me back.”





### The Collection:

An icon in Maker Spaces as people recycle, connect and expand their network.



### The Community:

An invitation to join: To increase awareness, provides necessary knowledge about components

### Manage



Pilot M-Blend program by partnering with an existing 3D printing company.

### Align



Localized filament processing infrastructure

### Create



Incorporate other products into the M-Blend system





# M-Blend Website redesign



Welcome to M-Blend,  
together we create value for other makers

- 1 M-Blend provides makers with the steps to properly recycle 3D printing filament scraps, failures, etc.
- 2 M-Blend creates new filament for use
- 3 M-Blend connects makers in the Maker Community



M-Blend ensures that the quality of M-Blend filament is equal to Raw Filament.

Buy more

Track the Spool's timeline:

Enter Spool Code



M-Blend provides a bag to fill with your scraps, unwanted prototypes, iterations.

Fill Up

M-Blend works with makerspaces, commercial retailers, libraries, schools and more!

Bring Back

Find nearest M-Blend location

Enter Zipcode



## M-BLEND

- About Us
- FAQ
- Partnerships
- Contact Us

## FILAMENT

- Spool stories

## MAKERSPACES

- Events

# Understanding Phone Health

For Samsung

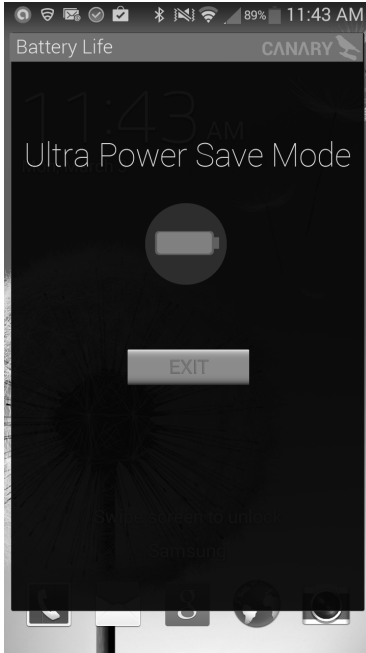
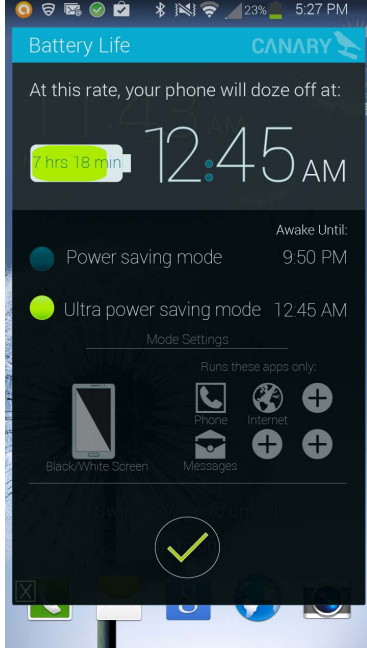
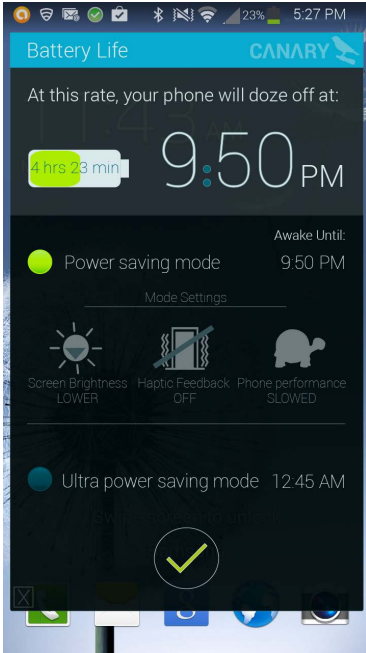
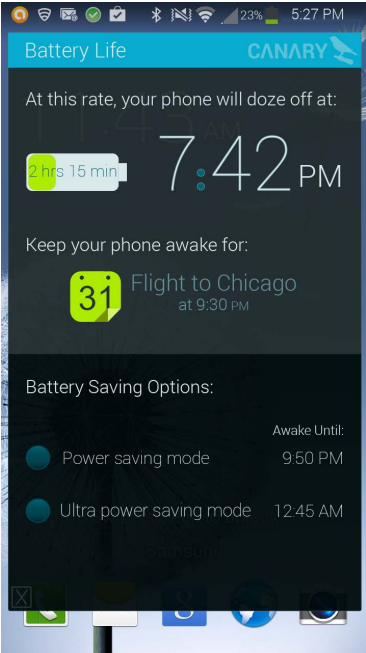
**Goal:** Design an interaction that would make the phone owner more aware and educated about the existing services.

**How Might We:** Created an educated user who takes proactive measures towards their holistic phone health.

**Strategy:** Designed an in-context interaction that would prompt phone awareness and education by focusing on the human needs related to each potential risk.

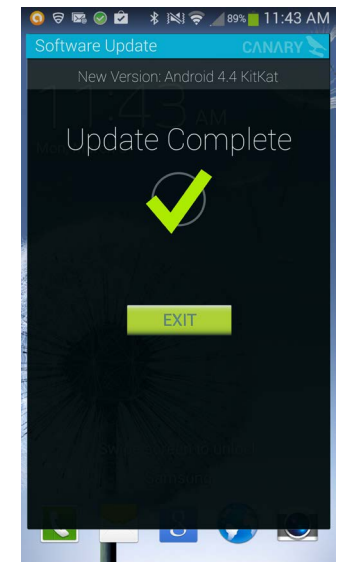
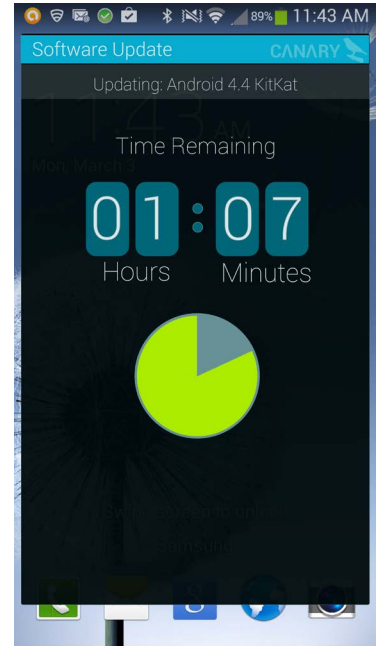
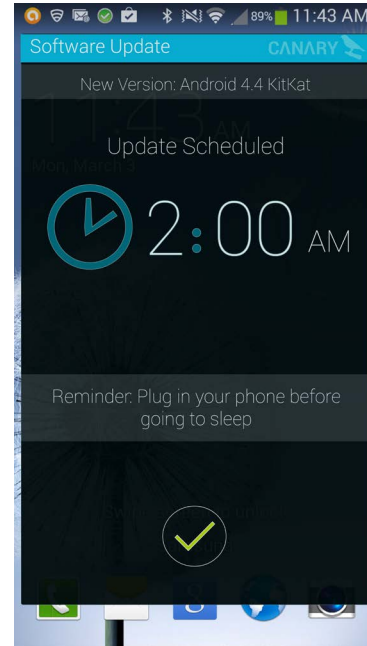
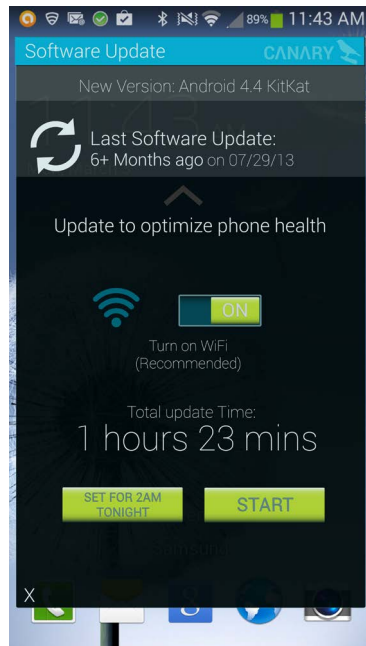
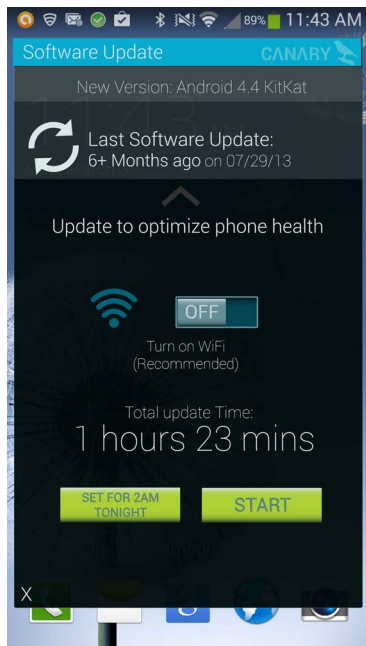
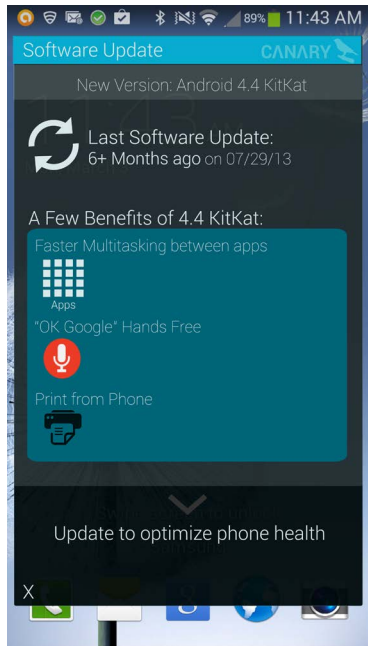
# Samsung- Understanding Phone Health

## Conserving power for Events



# Samsung- Understanding Phone Health

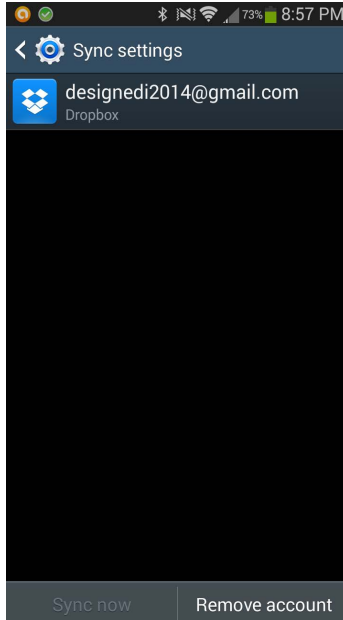
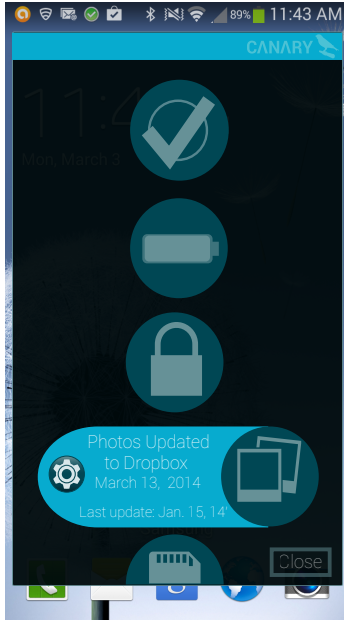
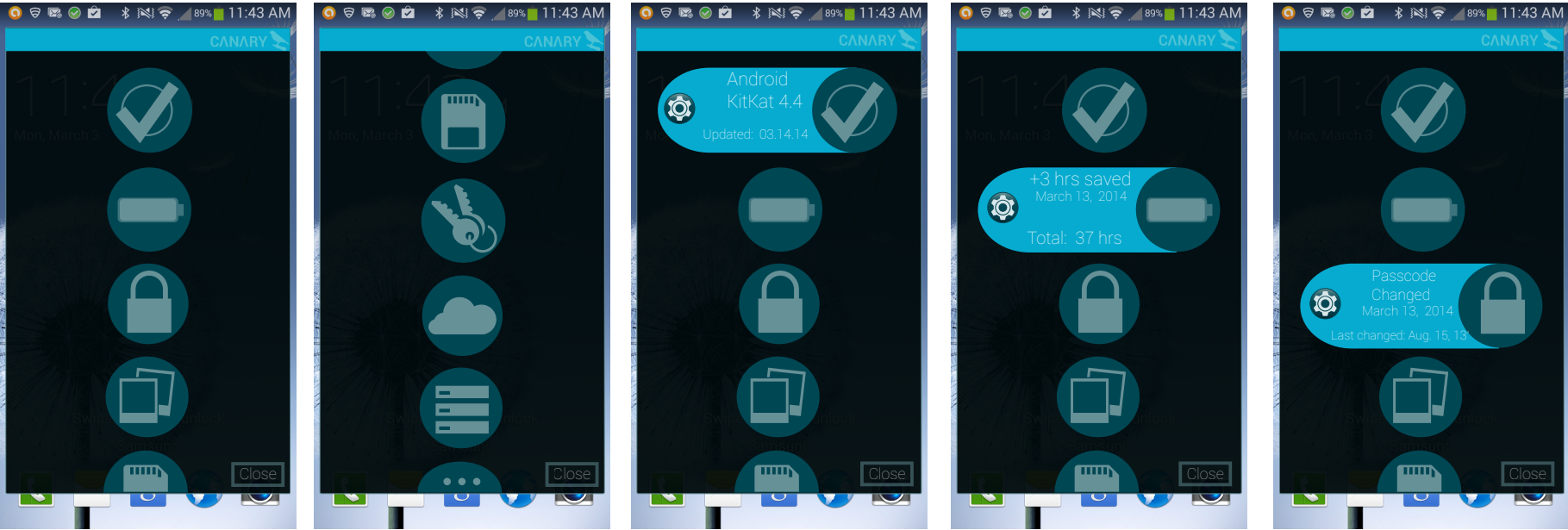
## In context phone software update





# Samsung- Understanding Phone Health

## Settings hub



# College Planning of Westchester

## Website + Logo Redesign



College Planning of Westchester



COLLEGE PLANNING OF WESTCHESTER



**CPW**

College Planning of Westchester



**CPW**

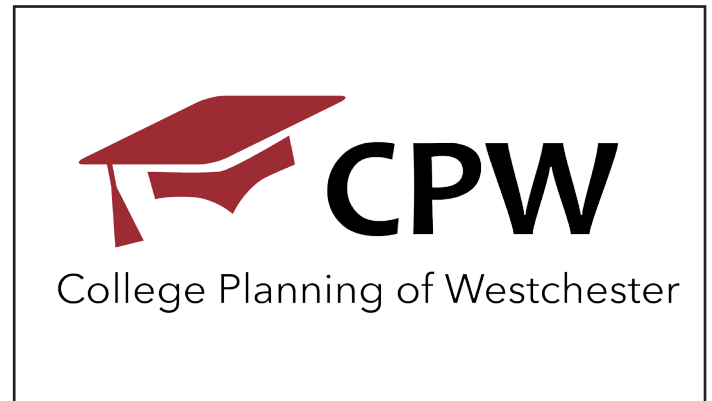
College Planning of Westchester



**CPW**

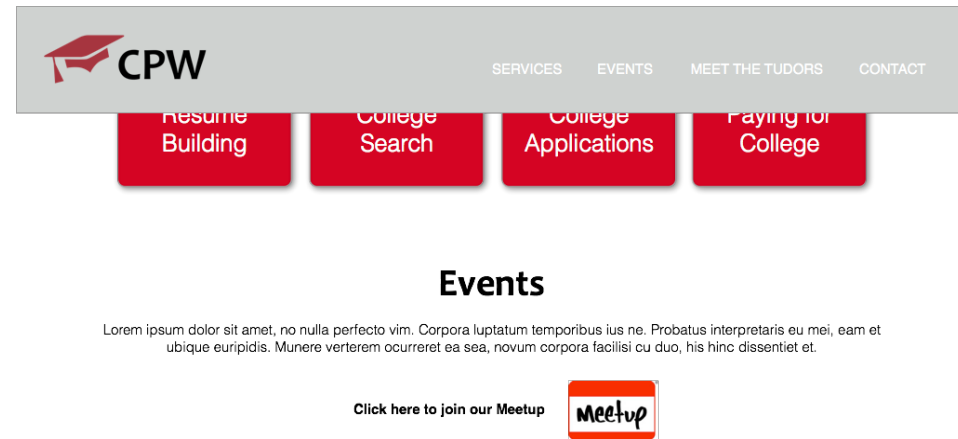
College Planning of Westchester

Selected Logo:



# College Planning of Westchester

## Website + Logo Redesign



### Services

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#### In-school preparation




#### College preparation





### Upcoming events

Date	Title- Description	Category	RSVP
August 24th, 2015	Building your resume: Lorem ipsum dolor sit amet, no nulla perfecto vim. Corpora luptatum temporibus ius ne. Probatus interpretaris eu mei, eam et ubique euripidis. Munere verterem occurreret ea sea, novum corpora facilisi cu duo, his hinc dissentiet et.	College Preparation	<a href="#">Join!</a>
September 13th, 2015	What type of tester are you? Lorem ipsum dolor sit amet, no nulla perfecto vim. Corpora luptatum temporibus ius ne. Probatus interpretaris eu mei, eam et ubique euripidis. Munere verterem occurreret ea sea, novum corpora facilisi cu duo, his hinc dissentiet et.	In-school Preparation	<a href="#">Join!</a>



# College Planning of Westchester Website + Logo Redesign

		<a href="#">SERVICES</a>	<a href="#">EVENTS</a>	<a href="#">MEET THE TUDORS</a>	<a href="#">CONTACT</a>
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Date	Title-Description	Category	Join!
August 24th, 2015	Building your resume: Lorem ipsum dolor sit amet, no nulla perfecto vim. Corpora luptatum temporibus ius ne. Probatus interpretaris eu mei, eam et ubique euripidis. Munere verterem occurreret ea sea, novum corpora facilisi cu duo, his hinc dissentiet et.	College Preparation	
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 <p>College Planning of Westchester</p>	<a href="#">SERVICES</a> <a href="#">EVENTS</a> <a href="#">MEET THE TUDORS</a> <a href="#">CONTACT</a>	<p>200 Business Park Drive                      Armonk, NY                      914-273-2352</p>	
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# Moneythink

## Communication Design



Pay your credit card off in full each month, or agree to add \$1500/yr in interest charges\*

*X your signature*

**THERE IS  
ALWAYS  
FINE PRINT**

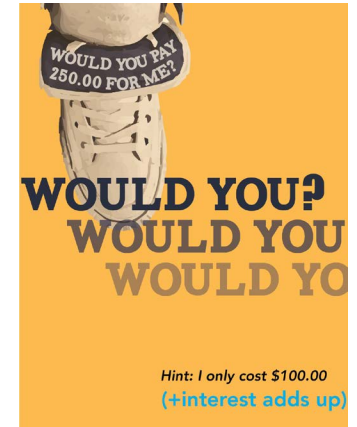
\*INTEREST ADDS UP



Earlier prototypes:



**DID YOU SIGN UP FOR THIS?**  
(+interest adds up)



**YOU WANT**



**DONT LET**



**CHARGE DOUBLE**

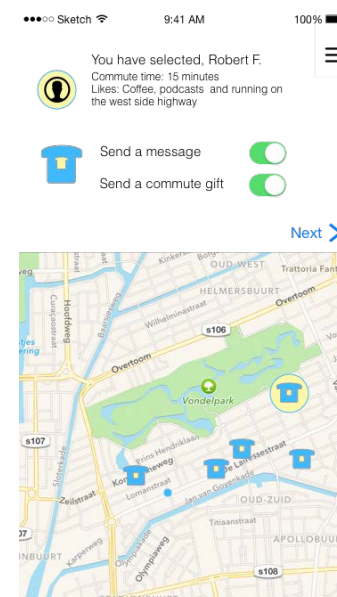
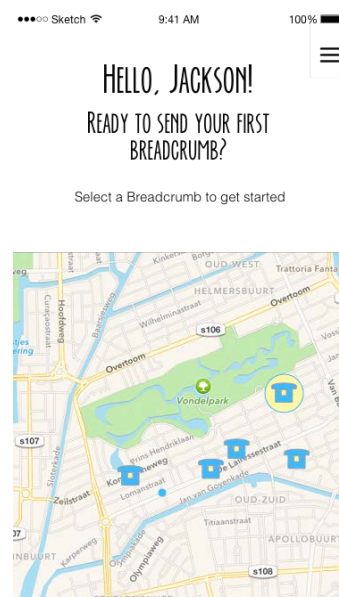
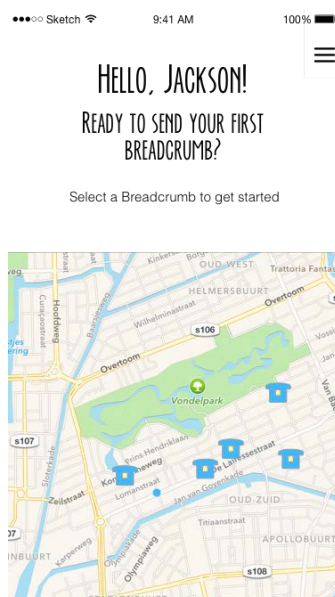
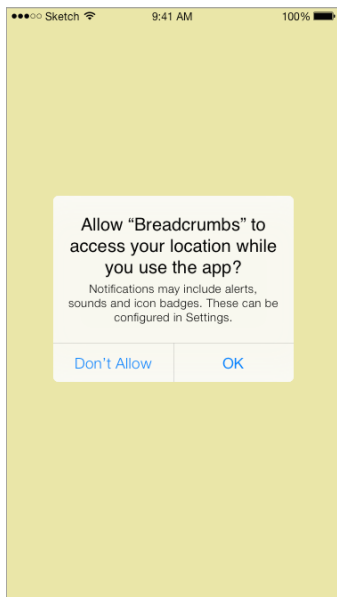
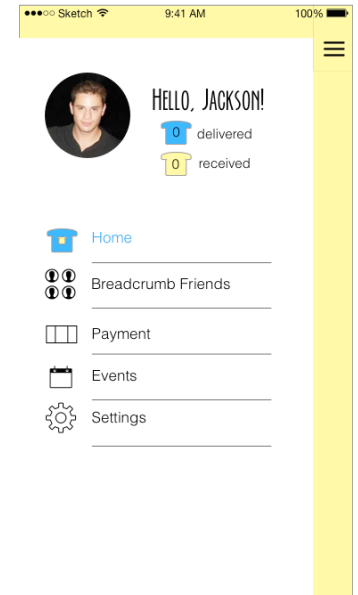
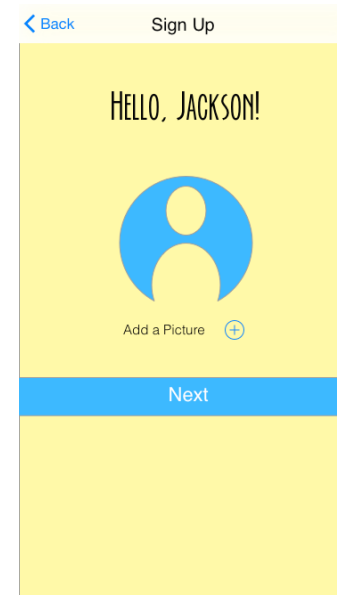
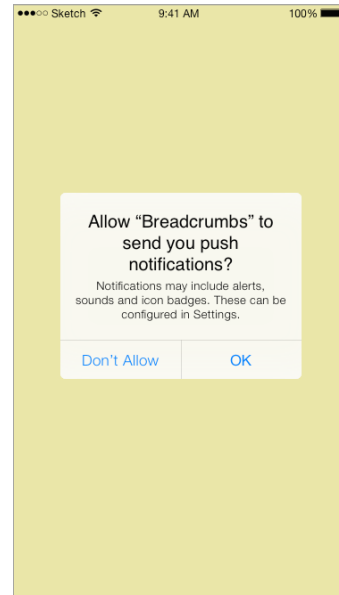
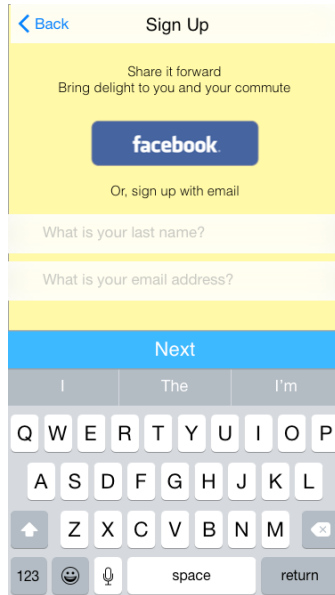
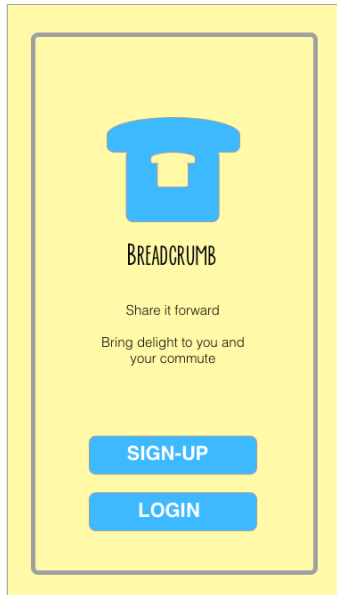
(+interest adds up)



PAY YOUR CREDIT CARD IN FULL

# Breadcrumb

## App design



**Note:**  
Design is in process



# A little about myself...

I love to be inspired by all that surrounds me.

I question “why” things are the way they are.

I learn best by teaching others. Working together.

I am passionate about making a difference (big or small).

I am determined to improve society and the interactions between society’s members.

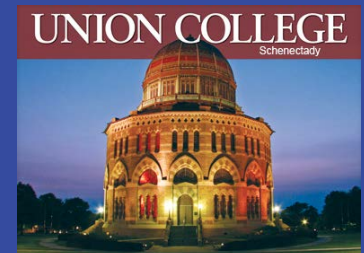
Our World, Acrylic, 2007- My mantra in a picture

## My education

**2014** MS-EDI:  
Engineering  
Design and  
Innovation  
Program



**2011** BS-Mechanical  
Engineering







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