

Jodi Schwartz



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I am interested in using **design strategy** and **user-centered design methodologies** to develop actionable solutions for organization's future challenges.

Skills

Design Thinking
Problem Solver
Design Researcher

Human Centered Design
User Experience Design
Prototyping

Solidworks
Laser Cutting
Shop Skills

Microsoft Office
AutoCAD
Adobe Creative Suite

Experience

Brand Strategy, BBMG

Jun 2014-Present

Role: Strategy Associate

Collaborated with team members on various brand identity projects.

Helped to prepare workshop presentations and stimulus for Sustainable Brand Workshops nationally and globally.

Focus: Brand strategy, discovery, ethnographic research, synthesis, design thinking process.

Design Strategy, "City of Chicago"

Term: Spring 2014

Facilitated a spontaneous travel experience by providing easy access to a trusted recommendation.

Focus: Ethnographic research, storyboarding, concept brainstorming, prototyping, usability testing, experimented with Step, Stretch and Leap solutions

Service Design, Erie Family Health Center

Term: Spring 2014

Succeeded in designing a positive experience for families managing their healthcare.

Focus: Design process, usability testing, prototyping, on-site observation, service blueprinting, holistic approach and communicating with the client

Interaction Design, Samsung

Term: Winter 2014,

To enhance brand value, designed a solution to improve the awareness and education of the user about phone security.

Focus: Ethnographic research, storyboarding, sketching, wireframing, prototyping, usability testing, iteration.

Package Design, P&G

Term: Fall 2013, Project under NDA

Designed a packaging experience that would bring "delight to the user".

Focus: Design Process, Usability testing, prototyping and iterating, ethnographic research, storyboarding.

Mechanical Project Engineer, ME-Engineers

Nov 2011-July 2013

Mechanical Project Engineer, InventivEnergy

June 2011-Nov 2011

Education & Leadership Roles

Northwestern University

MS-Engineering Design and Innovation Program

Expected Graduation Date Dec. 2014

GPA 4.0

Focus: Human-Centered Design

Union College

BS-Mechanical Engineering

Graduated June 2011

GPA 3.6

Converging Technology Scholar

Shankar Gokhale Prize

Segal Professional Bridge, Vice President, Fall 2013-2014

Experience EDI leader, Focus on connecting Northwestern Design Programs, 2014

GOOD Local Leader, Volunteer on Leadership Team, 2013-2014