



**Jodi Schwartz**

**E:** Jodi.S.Schwartz@gmail.com

**P:** 914.715.7657

**W:** http://jodischwartz.me

*I am a Human-Centered Designer who creates delightful experiences that differentiate, transform and empower companies in the 21st century digital age.*

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**Core Skills:**

**Designing with Desirability...**

Design Research  
Rapid Prototyping  
Design Interaction  
Design Strategy  
Service Design  
Storytelling

**...built with Feasibility...**

Adobe Creative Suite  
Solidworks  
HTML  
AutoCAD  
Analytical Problem Solver

**...supported by Viability**

Brand Strategy  
Messaging  
Entrepreneurship

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**Relevant Project Experience**

**M-Blend-Thesis**, Managing the 3D-printing wastestream

Fall 2014

- Gained empathy for user to determine white space opportunity
- Generated concepts for various touchpoints in service
- Business model generation
- Brand visual identity development

**Erie Family Health Center**, managing family health during center's digital transition

Spring 2014

- Used service blueprinting, stakeholder mapping and journey mapping to synthesize insights and elevate touchpoints
- Built strong trusting relationship with stakeholders to test concepts
- Delivered step, stretch, leap solutions to engage patients

**Samsung**, In-context awareness of phone health

Winter 2014

- Design research- understand challenges around phone health
- Used wireframes and low-fidelity prototypes to test concepts
- Iterated concept to design interactive app experience with video mock-up examples for client presentation.

**P&G**, Delightful packaging experience design

Fall 2013

- Conducted in-home ethnographic interviews
- Developed looks-like prototypes to test and iterate with users
- Delivered working prototype with qualitative support

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**Work Experience**

**BBMG**, Associate Strategist applying human-centered design skills towards brand strategy and identity projects

June 2014- July 2015

- Design research with competitive analysis benchmarking
- Distilling key findings to insights in framing the big idea
- Branding positioning and messaging support
- Client and process management
- Workshop design: innovation, positioning, marketing roadmap
- Collaboration on client website redesign

Executed through:

**Media Corporation**, Strategic Positioning Development  
**OneTable**, Brand Identity Development  
**Thought Leadership**, Aspirational Consumer Narrative Development

\*Reference available upon request

**ME-Engineers**, Mechanical Project Engineer working to design internal building systems that help buildings breathe and help people live, build and do.

Nov 2011- July 2013

- Collaborated with project Architect and equipment vendors
- On-site existing building system observation and analysis
- Mechanical, plumbing, sprinkler system design

**InventivEnergy**, Mechanical Project Engineer in a startup environment working to increase sustainable energy opportunities

June 2011-Nov 2011

- Helped to originate solar projects in NYC and through deep industry and trend analysis

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**Education**

**Northwestern University**

Dec 2014

MS-Engineering Design and Innovation Program  
Segal Design Institute  
GPA 3.9/4.0

**Union College**

June 2011

BS- Mechanical Engineering  
Honor societies: Tau Beta Phi, Phi Tau Sigma  
GPA 3.6/4.0, Cum Laude  
Converging Technology Scholar  Shankar Gokhale Prize