



Jodi Schwartz

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Website and Portfolio: <http://jodischwartz.me>

Turning insight into action: creating behavior change through experience design

Professional Experience

New York, NY | Oct 2015- Present

Creative Good, Experience Strategy Consultancy
Analyst using experience strategy and interaction design methods to help differentiate the services of the Creative Good brand.

New York, NY | Aug 2015- Oct 2015

littleBits, DIY electronics for prototyping and learning
Invention Advisor using design research methods to help to improve the customer experience in the Pop-up store location

- Ethnographic immersion as retail expert to collect insights
- Developed insight collection processes: record and analyze
- Collaborated across departments to implement insights into actionable concepts

Brooklyn, NY | Jun 2014- Jul 2015

BBMG, Brand and innovation consultancy focused on social impact.
Associate Strategist who applied human-centered design skills to brand strategy and identity projects

- Performed design research with competitive benchmarking
- Distilled key findings to insights in framing the big idea
- Supported brand positioning and messaging
- Managed client and vendor processes
- Designed workshops in: innovation, positioning, marketing
- Collaborated on client website redesign project

*Reference available upon request

ME-Engineers, Mechanical Engineer Jan 2012-July 2013

Project Experience

Evanston, IL | Mar 2014- Dec 2014

M-Blend, Northwestern University's Masters Thesis
Designed a service to oversee the 3D-printing wastestream system
Watch video here: https://youtu.be/XXxAUJEL_RRw

- Design research to identify opportunity and unmet needs
- Generated and tested concepts for various touchpoints in service
- Brand visual identity development

Evanston, IL | Oct 2013- Mar 2014

Samsung, Conglomerate company
Multi-disciplinary team member at Segal Design Institute
working on an in-context user experience interaction of phone health awareness

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

Evanston, IL | Mar 2014- Jun 2014

Erie Family Health Center, Chicago Health Clinic
Designed touchpoints in service to improve connection between family and clinic during the center's digital transition

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

Evanston, IL | Sept 2013- Dec 2013

P&G, Consumer products company
Multi-disciplinary team member at Segal Design Institute
working on delightful packaging experience design

- Conducted in-home ethnographic interviews
- Developed looks-like prototypes to test and iterate with users
- Concept in P&G development pipeline

Education

Northwestern University, Dec 2014

MS-Engineering Design and Innovation Program (MS-EDI)

MS-EDI, a program specializing in applying design thinking methodologies to client projects working to solve complex problems

GPA 3.9/4.0

Segal Design Institute

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 Scholarship Prize

Core Skills:

Designing with Desirability...

Design Research	Storytelling
Design Interaction	Brand Strategy
Design Strategy	Messaging
Service Design	

...building with Feasibility...

Adobe Creative Suite
Solidworks
HTML
AutoCAD
3D Printing

...supported by Viability

Rapid Prototyping	Business Model Generation
Analytical Problem Solver	Entrepreneurship
Sketch	
Omnigraffle	
InVision	