



# Jodi Schwartz

**Email:** [jodi.schwartz@gmail.com](mailto:jodi.schwartz@gmail.com) **Phone:** 914.715.7657

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

*Turning insight into action across all touchpoints  
Delivering thriving, engaging and seamless experiences through strategy and design*

## Professional Experience

New York, NY | Feb 2016- Present

**VaynerMedia**, Full Service Digital Marketing Agency  
Director, Experience Strategy and Design

- Built and manage experience team; reintroducing strategy, research, service design and design thinking principles to digital projects across the agency
- Developed VUI process and skills for Amazon and Google voice experiences for Fortune 500 clients
- Expanded UX roles to include holistic deliverables from experience strategy to various UX execution methods
- Built B2B and B2C eCommerce website experiences
- Lead pitches for a multitude of digital activations and created workshops for new customer experience brainstorming projects
- A few Clients include:  
Chase, Diageo, Shell, Allegra, Xyzal, Essie, SiteOne, RetroFitness, Samsonite, Ritz, GE, Captain Morgan, Johnnie Walker, Neutrogena, Johnson's Baby, Ellen Degeneres, Ritz, Amazon

New York | Aug 2015- Feb 2016

## Freelance Positions

- **Creative Good**, Experience Strategy Consultancy (5 Months)  
**Analyst:** Worked with CEO to define company strategies and portray case studies & service offerings to the public.
- **Tenthwave Digital**, Digital Marketing Agency (1 Month)  
**UX Designer:** lead that worked alongside Partner and graphic design team to create a first of its kind DVD streaming experience
- **littleBits**, DIY electronics for prototyping and learning (3 Months)  
**Innovation Advisor:** Used design research methods to help to improve the customer experience in the Pop-up store location and understand pain points in the digital e-Commerce experience..

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 for various topics: innovation, positioning, marketing

New York, NY | Jan 2012- Jul 2013

**ME-Engineers**, Global Engineering Design Firm

**Mechanical Engineer** who designed and analyzed mechanical, plumbing and sprinkler systems in various buildings

## Relevant Project Experience

Evanston, IL | Oct 2013- Dec 2014

### Samsung,

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

### Erie Family Health Center,

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

### M-Blend, Northwestern University's

Masters Thesis  
Designed a service to oversee the 3D-printing wastestream system  
Watch video here:  
[https://youtu.be/XXxAUEL\\_RRw](https://youtu.be/XXxAUEL_RRw)

## 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 Strategy	Storytelling
Design Research	Brand Strategy
Design Interaction	Content Strategy
Service Design	Heatmapping
Service Blueprinting	
Journey Mapping	

### ...building with Feasibility...

VUI Development
Sketch
Invision
Adobe Creative Suite
Omnigraffle
3D Printing

### ...supported by Viability

Project Scoping
Business Model Generation
Entrepreneurship