



# Jodi Schwartz

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

*I turn insight into action to create behavior change through impactful experience design.*

## Professional Experience

New York, NY | Aug 2015- Present

**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 to record and organize
- Collaborates with Retail Director to improve customer experience with product from store to home

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 analysis benchmarking
- Distilling 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

Executed through:

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

\*Reference available upon request

Evanston, IL | Oct 2013- Mar 2014

**Samsung**, Conglomerate company  
**Multi-disciplinary team member at Segal Design Institute** working on an in-context 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 | 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
- Delivered working prototype with qualitative support
- Concept currently in P&G development pipeline

New York, NY | Nov 2011- Jul 2013

**ME-Engineers**, Global engineering design consultancy  
**Mechanical Project Engineer** who worked to design internal building systems that helped buildings breathe and help people live, build and do

- Collaborated with project Architect and equipment vendors to design mechanical systems
- On-site existing building system observation and analysis
- Developed data system building analysis report

## Education

**Northwestern University**

Dec 2014

GPA 3.9/4.0

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

Segal Design Institute

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

**Erie Family Health Center,**

Managing family health 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
- Delivered step, stretch, leap solutions to engage patients

**M-Blend-Thesis,**

Service to oversee the 3D-printing wastestream system

- Gained user needs through research to realize white space opportunity
- Generated concepts for various touchpoints in service
- Business model generation
- Brand visual identity development

**Union College**

June 2011

GPA 3.6/4.0, Cum Laude

BS- Mechanical Engineering

Converging Technology Scholar

Honor societies: Tau Beta Phi, Phi Tau Sigma

Shankar Gokhale Prize

## Core Skills:

### Designing with Desirability...

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

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

Adobe Creative Suite  
Solidworks  
HTML  
AutoCAD  
3D Printing  
Rapid Prototyping  
Analytical Problem Solver

### ...supported by Viability

Business Model Generation  
Entrepreneurship