Tricia Okin

Service design and UX design collaborations using design thinking for public good and good business.

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Profile

My ultimate goal is to collaboratively design programs and systems that equip others so we can work effectively as a team to carry out design research. I've used these techniques with clients ranging from government social benefits companies to NGOs, innovation events/hackathons, and design agencies.

Areas Of Expertise

Design Strategy & Thinking

* Human Centered Design
* User Experience Design
* Service Design
* Design Sprints
* Design Research
* User Research
* Co-Designing
* Social & Civic Innovation
* Workshop Design & Facilitation

Design Execution

* Hackathons & Innovation Festivals
* Product Design
* Rapid Prototyping
* Product Feature Prioritization & Build Plans
* Building MVPs
* User Testing

Education

Parsons, The New School for Design
New York, NY
Master of Fine Arts, Design & Technology

University of Florida
Gainesville, FL
Bachelor of Fine Arts, Creative Photography

Alliance Française de Bruxelles-Europe
Brussels, Belgium
French Language Study

Interests And Loves

Languages: French (Beginner/Intermediate);
Spanish (Intermediate);

Travel/Living Abroad: USA, Belgium, UK, and France

Loves: Food, Photography, Art, Design, and Sociology

Professional Experience

User Experience Lead & Service Designer
Self-Employed Design Consultant / 2001 – Present in New York, Brussels & UK

Driving innovation through design, designing user experiences and interfaces, prototyping and building sites for small & large businesses, design agencies, government agencies and organizations. Most clients are in areas of social innovation, health, education and tech/start-ups.

Recent Clients & Projects Include:

* **Senior UX Research & Design Consultant, Physician's Weekly** / Jul 2022 – Current
  Revamping site taxonomy, engaging user interviews with physician stakeholders, site redesign and system design, UX strategy, and more

* **UX Researcher & Designer, BISG (Book Industry Study Group)** / Mar 2020 – Mar 2023
* Undertook extensive discovery and service design processes to redesign BISG site in direct partnership with members and executive level stakeholders.

* **Director of User Experience, R/GA Ventures** / Nov 2021 – Jan 2023
  Consultant to start up accelerator that supports businesses & corporate partners such as GSK, Mars Petcare, and Michelson Found Animals

* **User Experience Lead, Intevity** / Dec 2020 – Mar 2021
  Worked directly with executive and management level members of Foundation Medicine (cancer research) to redesign their intranet to better serve the global 3,000+ FMI employees.

* **Senior User Experience Designer, TIP Global Health** / Mar – Oct 2020
  Designed & user tested a mobile and tablet application used by healthcare workers in rural Rwanda.

Lead User Experience Designer / Service Designer
Humanitarian Hackathon / Oct 2018 – Jan 2019 in Brussels, Belgium

* Collaboratively designed the program and ideation sessions that enabled participants from the World Food Programme team and the general public to create projects that address hunger and famine while integrating innovative technologies such as drones, satellites, and blockchain.

* Designed an ideation process that fostered critical thinking.

* Designed a hacking guide with exercises that gave teams a structure to organic thinking process (user journey maps, user personas, social model canvas).

* Facilitated teams through innovation exercises and pitch coaching.

Speaking Engagements & Guest Criticism

* UX Scotland
* UX Glasgow
* UX Camp Chicago
* Athena Health Design Series
* AIGA Connecticut
* UX Antwerp
* Parsons School of Design MFA Design + Technology Thesis Critic

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Professional Experience Continued

Lead User Experience Designer & Event Organizer
Hack Belgium / Jan 2017 – Jan 2019 in Brussels, Belgium

* Designed the hackathon event space, program and logistics that facilitated 1000 participants & experts to work in tandem to create tech start ups or projects addressing the 12 societal problems Belgium will be facing in the next 20 – 30 years.

* Roles included: ideation session & program design; project management; content team seeking out workshop experts; implementing systems to take in expert and workshop applications; program scheduling; communications support.

* Designed and launched Hack Belgium event mobile application.

Lead UX & Product Designer for Collectivity – Consultant
BlueSquare / Feb 2016 – Sept 2017 in Brussels & Antwerp, Belgium

* Collaborated with BlueSquare and the Institute of Tropical Medicine (ITM) in Antwerp to design an online community for health economics and government experts in Francophone Africa to volunteer on health projects such as increasing vaccination or contraception rates.

* Role included product design, ux design, remote user testing in Africa, and designing interfaces that dually function in both French and English.

Lead Instructor of User Experience Design Immersive Course (UXDI)
General Assemb.ly (GA) / Feb 2012 – Feb 2016 in New York & London

* Curriculum included: conducting user research and interviews, discovery processes, iterative design, prototyping and comparative discourse. Students complete solo and group projects in 1, 2 and 3 week sprints using facets of Lean, Agile and SCRUM methodologies.

* Duties included: instruction and curriculum design; student evaluations; guiding client project interactions; and participating in instructor continuing education.

Project Lead, UI & User Experience Designer – Consultant
iZone NYC – NYC Department of Education / July 2013 – Sept 2014 in New York

* Digital initiative by the New York City Department of Education (DOE) aimed at facilitating educational challenges between startups and educators. Project Purpose: combine 7 organizations' exisiting sites into one overarching platform.

* My Roles: Creative Direction, User Experience Design, Interface Design, Branding Design, Project & WordPress Development Management

* Employed participatory design & iterative design prototyping to get stakeholders sketching out their ideas in order clarify concepts.

* During the early phases of a public release, the iZone site was being used as a model to release projects iteratively throughout the DOE.

Product & User Experience Designer
BlogTalkRadio / May 2012 – Sept 2013 in New York

* Conducted quantitative and qualitative user research and design iterations for a user generated content online talk radio/podcasting web application.

* Led and relaunched the design overhaul of the entire consumer-facing site including rebranding design, information architecture, and user interface.

* Prototyped a new grid system for the site, ran guerilla user tests, and designed iteratively to convince C-suite stakeholders to invest in architecture & programming overhaul.
  Researched and redesigned the customer service systems to implement a new FAQ site and Help functionality thereby reducing inbound customer service calls.