

# clara asumadu

## people-centered design and strategy

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## experience

### Graphic Designer & Content Editor | The Collective Blueprint

Contract role, Remote. October 2025 - June 2026

Designed and built a mobile-responsive Youth Playbook website aimed to equip local organizations, businesses, and government in supporting Opportunity Youth and young adults in Memphis-Shelby County through education and employment opportunities

Collaborated with the client and local youth through regular feedback and usability testing to develop a cohesive visual system (branding, social media graphics, print and other digital assets) and support content edits to ensure the design feels culturally relevant and accessible

### Senior Service Designer | ChiByDesign

Contract role, Remote. May 2025 - May 2026

Led people-centered research and co-designed workshops with Illinois families and the newly formed Illinois Department of Early Childhood (IDEC) to improve access to services with a focus on marginalized and historically underserved communities

Co-led project management, managing client relationships and supporting in the planning and executing of team tasks to meet project requirements and to ensure timely delivery

Designed visual storytelling assets - journey maps, service blueprints, and other relevant visual frameworks - to communicate insights and recommendations, advocating for equity-centered policy change and civic service innovation within IDEC

### Senior Service Designer | Code for America

Remote. March 2023 - May 2025

Partnered with the New York State Department of Health to conduct research to map the WIC digital experience and used insights to lead the redesign of the WIC website through prototyping, and usability testing to enhance usability and accessibility

Partnered with local governments and community organizations in Memphis, Tulsa, and Albuquerque, facilitating interviews and workshops with youth, families, and Black community members to help shape services and government initiatives around education, employment, housing, and overall economic mobility

### Senior Design Strategist | EPAM Continuum

Remote. January 2021 - January 2023

Collaborated with cross-functional teams and led in the development and execution of iterative research to understand complex and sensitive problems to solve, from women's healthcare to sustainability in the FMCG industry, to design products and service recommendations

## additional + volunteer work

Taught Graphic Design and Fashion Illustration to 8th and 9th graders at EXPLOJunior

**Speaking Engagements:** Lead webinars, did voice-overs for company-related marketing, presented at various universities (SCAD, RISD, UVA), design judge at RISD

## education

MBA Global Arts | 2027

Global Leaders Institute (GLI)

BFA Service Design | 2019

### Savannah College of Art and Design (SCAD)

Savannah, GA., France + Hong Kong  
Summa Cum Laude | 3.9 GPA

## skills

### Research:

Design (web + mobile design, graphic design, print and digital media, visual systems and assets, journey mapping, service blueprints, systems mapping)

Generative Research (user interviews, workshops, diary studies, participatory research, social media research, prototyping, user testing)

Quantitative Research (competitor analysis, data analysis, surveys)

### Technical:

Adobe Creative Suite (Illustrator, XD Photoshop, InDesign, AfterEffects)

Collaboration & Design tools (Figma, Miro, Mural, Canva)

Microsoft Office Suite (Excel, Word, Powerpoint)

Google Suite (Docs, Slides, Sheets)

### Professional Skills:

Written and verbal communication

Interpersonal & collaboration

Strong leadership experience

Detail-oriented

## publications

My Voice, Our Choice: The Shelby County YPAR Project Final Report. 2024

Creating a Culture of Sustainable Packaging: Families and Their Attitudes Towards Yogurt, EPAM Continuum. 2021