

# clara asumadu

service design, research, strategy

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## experience

### Senior Service Designer | Code for America

Remote. March 2023 - Present

Partner with Memphis/Shelby County programs and community organizations to analyze and enhance services for Opportunity Youth (OY) disconnected from workforce and educational opportunities. Use workshops, interviews, and design tools to identify improvements for reconnecting youth, supporting their upward economic mobility

Led research and created design artifacts to map out Black residents' homebuying experiences. Provided actionable insights and informed recommendations to the City of Albuquerque to support their goal of increasing Black homeownership rates by 5%

### Senior Design Strategist | EPAM Continuum

Remote. January 2021 - January 2023, previously Associate Design Strategist

Collaborate with cross-functional teams to develop and execute design strategies with users, subject matter experts, and internal stakeholders to understand complex and sensitive problems to solve, from healthcare to sustainability in the FMCG industry

Synthesized research into insights to create actionable opportunity frameworks and concept recommendations that are aligned with business goals while desirable to users

Prototyped and tested concepts (e.g., new insurance payment models, healthcare services) to derisk recommendations, ensuring they are vetted and people-centered

Upskilled client's design team in inclusive design research methods and practices

### Innovation Consultant | MJV Technology & Innovation

Atlanta, GA. January 2020 - January 2021

Developed frameworks, engaging narratives, and comprehensive toolkits with design thinking and agile approaches to help drive a culture of innovation within departments in The Coca-Cola Company

Led in establishing an internal initiative to steward employee wellbeing and foster collaboration through asynchronous and synchronous virtual activities. The program led to the creation of an employee wellbeing service offering

### Service Designer + Content Writer | Fidelity + SCADpro

Savannah, Georgia. September - November 2019

Conducted extensive research about financial perception and habits amongst the younger generation. Used service design methodologies to create an adaptable opportunity area framework that Fidelity could use to identify products and services tailored to the young people

## additional + volunteer work

Led research for an internal project on end-to-end sustainability in the yogurt industry that won EPAM a major contract with a leading supply chain and packaging company

Volunteered at Archdale Community Center | Introduce design thinking and career preparation to highschoolers through engaging activities and conversations

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

## education

### BFA Service Design | 2019

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

Savannah, GA., France + Hong Kong  
Summa Cum Laude | 3.99 GPA

## skills

### Research:

Qualitative Research (user interviews, workshops, diary studies, questionnaires, concept testing, social media research, prototyping)

Quantitative Research (competitor analysis, data analysis, surveys)

Design Frameworks (journey maps, service flows and blueprints, personas, system maps)

### Technical:

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

Figma

Microsoft Office Suite (Excel, Word, Powerpoint)

### Professional Skills:

Strong written and verbal communication

Interpersonal & collaboration

Strong leadership Experience

Organization & prioritization

## publications/exhibitions

### Publications:

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

The Witch, SCAD Artemis. 2016

### Exhibitions:

I am Not My Hair, *Open Studio*. Lacoste, France. 2018