

clara asumadu

design and strategy

www.claraasumadu.com
clara.asumadu7@gmail.com
201.655.9273

experience

Senior Service Designer | Code for America

Remote. March 2023 - Present

Partner with Memphis Shelby County government and community organizations to conduct research and create design artifacts analyzing services for youth and young adults (OY) disconnected from work and education to better design services improving support for economic mobility

Support NY State Department of Health in piloting a Women Infants Children (WIC) live chat program aimed at assisting participants in accessing support. Conduct end-to-end research including interviews, user testing, prototype testing, and facilitate workshops to identify recommendations to enhance the WIC experience

Led research and created service design artifacts mapping out Black residents' home-buying experiences which informed actionable 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

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

Synthesized research into insights to create product recommendations, creating and presenting findings to stakeholders through service design artifacts and reports

Upskilled a health insurance client's design team in inclusive design research methods and practices, enhancing their UX research capabilities

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 drive innovation projects in The Coca-Cola Company

Led in establishing an internal initiative to steward employee wellbeing and foster collaboration through virtual activities. The initiative was created through a series of interviews, workshops and webinars

Service Designer + Content Writer | Fidelity + SCADpro

Savannah, Georgia. September - November 2019

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

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, introducing design thinking and supporting 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), design 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:

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

Quantitative Research (competitor analysis, data analysis, surveys)

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

Technical:

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

Collaboration & Design tools (Figma, Miro, Mural)

Professional Skills:

Written and verbal communication

Interpersonal & collaboration

Strong leadership experience

Storytelling & narrative building

publications/exhibitions

Publications:

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

Design support for the Shelby County YPAR Preliminary Report. Code for America, 2024

Exhibitions:

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