

clara asumadu

service design, research, strategy

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

experience

Senior Service Designer | Code for America

Remote. March 2023 - Present

Support the City of Memphis in advancing its mission to create sustainable pathways that help bridge the gap for opportunity youth by connecting them to educational and workforce opportunities

Support the City of Albuquerque and its main housing support service partner through in-depth research to reach the city's goal to increase black homeownership by 5%

Facilitate workshops and conduct interviews with community members to build service design artifacts that help strategically improve services offered by city partners

Senior Design Strategist | EPAM Continuum

Remote. Senior Design Strategist | April 2022 - January 2022

Remote. Associate Design Strategist | January 2021 - April 2022

Work with diverse teams to lead and conduct research with users, subject matter experts, and internal stakeholders to understand complex and sensitive problems to solve, from healthcare to sustainability in the FMCG industry

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

Prototype and test whitespace concepts (e.g., new insurance payment models, services) to derisk recommendations and ensure that they are vetted and people-centered

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

Lead 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 population

additional + volunteer work

Lead 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

Volunteer 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 3.9

skills

Research:

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

Quantitative Research (competitor analysis, data analysis, surveys)

Design Frameworks (journey maps, 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