

clara asumadu

service design, research + strategy

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experience

Senior Design Strategist | EPAM Continuum

Remote. January 2021 - January 2023

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

Manage recruiting of real users and consumers for qualitative research

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

Develop engaging strategies and stimuli to facilitate remote ethnographic research and to communicate abstract findings and concepts to clients

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

Upskilled client in design thinking methodologies and research processes

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 a global 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

Lead in creating and executing the content strategy to detail the process and findings

additional + volunteer work

Lead research for an internal project on end-to-end sustainability within the yogurt industry that helped win a major project with a leading supply chain and packaging company for QSRs

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 GPA

skills

Research & Strategy:

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

Quantitative (competitor analysis, surveys, data analysis)

Facilitation (workshop planning & facilitation, collaboration sessions, alignment)

Design:

Design Frameworks (journey maps, blueprints, personas, system maps)

Presentation Design

Data Visualization & Graphics

Content Writing

Technical:

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

Figma

Microsoft Office Suite (Excel, Word, Powerpoint)

Miro

publications/exhibitions

Creating a Culture of Sustainable Packaging, EPAM Continuum. 2021

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

The Witch, SCAD Artemis. 2016