

Samantha Dempsey

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www.samanthadempsey.com

Summary I am a human-centered designer and researcher co-creating experiences, services, and products that support equitable and prosperous communities.

Education **Rhode Island School of Design** BFA Illustration (Science Communication minor) 2013, Providence, RI

Experience **Hennepin County Medical Center's Upstream Health Innovations** *Minneapolis, MN*
Senior Human-Centered Designer (July 2016 – August 2018)
Co-led an internal design and innovation team embedded in a safety net hospital to create experiences, products, and services that promote health equity. Identified, scoped, and executed human-centered research, strategy, and design projects in partnership with underserved communities, hospital executives, and community-based organizations. Identified unmet needs and actionable insights through generative research, developed prototypes with multidisciplinary teams, and iteratively evaluated products and services. Projects included co-designing new models of extremely affordable and accessible housing, transportation systems, mental health services, and government services.

Mad*Pow, *Boston, MA*

Senior Behavior Change & Experience Designer (January 2016 – July 2016)

Led project teams in the research, strategy, and design of meaningful behavior change experiences for clients ranging from startups to Fortune 500s. Directed projects utilizing design research, experience design, service design, and interaction design. Led on-site client workshops. Spearheaded the incorporation of co-design into company practice. Participated in business development and project scoping.

Mad*Pow, *Boston, MA*

Experience Designer (January 2014 – January 2016)

Collaborated with clients and multidisciplinary teams to design motivational behavior change experiences across digital and physical channels. Conducted primary and secondary research, presented findings to clients, and translated findings into interventions. Expanded the company's narrative design capabilities.

Mayo Clinic Center for Innovation, *Rochester, MN*

Maharam STEAM Fellow (summer 2012)

Conducted iterative research with patients and clinicians to design a toolkit allowing care teams, students, and researchers to collect visual patient narratives. Developed and tested tools to visually map clinical conversations. Created a series of comics and animations communicating practice redesign principles to staff.

Skills **Design** – design research, service design, experience design, interaction design, participatory design, rapid prototyping, workshop facilitation, game design.

Visual – illustration, storyboarding, visual design, visual storytelling, animation, photography.

Software – Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Flash, Adobe Fireworks, InVision, Microsoft Office.

Language – basic French

Etcetera I illustrate international mythology, muddy up hiking boots, and read darn good books.

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Thought Leadership

Academic Publications

Samantha Dempsey, Ciara Taylor. "Designing Ethics Tools for Self-Reflection, Collaboration, and Facilitation," *Ethics in Design*, Bloomsbury Publishing Academic Division, 2019.

Gabrielle F. Clowdus, Thomas Fisher, William E. Walsh Jr., Samantha P. Dempsey, Andrea T. Brown, Jon L. Pryor. "Remote care communities: healthcare housing for the chronically homeless," *Housing and Society* 45:1 (2018): 42-52.

Writing

"Designing Ethics: Shifting Ethical Understanding in Design," *Smashing Magazine*, 2017.

"How Designers Can Improve Healthcare for Everyone," *Scientific American*, 2015.

"A Designer's Oath: Collaboratively Defining a Code of Ethics for Design," *Touchpoint*, 2015.

"Radical Collaborations," *ARCADE Magazine*, 2013.

"An Illustrator at the Mayo Clinic," *Metropolis Magazine*, 2012.

Conference Presentations

"Root Causes: Overcoming Barriers to Health Equity," *Healthcare Refactored Conference*, 2017. (keynote)

"Community Participation in Healthcare: A Designer's Inside View of the Link Between Authentic Co-Creation and Health Equity," *Community Design Conference*, 2017.

"Compassion & Inclusion: Participatory Design in Health," *Better World by Design*, 2016. (keynote panel)

"Design for Good? Collaboratively Defining Designers' Codes of Ethics," *Interaction 16* (Finland), 2016.

"The Designer's Oath," *Mayo Clinic Transform*, 2015.

"Art + Science," *AAAS: Visualizing Science Policy in 20x20*, 2013.

Press

"A Village of Mini-Houses for the Poor and Homeless Proposed in Minneapolis," *Star Tribune*, 2018.

"From a Church Basement, an HCMC Innovation Team is Tackling Some of Healthcare's Biggest Challenges," *Minneapolis / St. Paul Business Journal*, 2017.

"Sick of Selling Junk Food and False Promises, Designers Declare their own 'Hippocratic Oath'," *Quartz Magazine*, 2015.

"Artists and Scientists Observe, Ask Questions, Even Propose Solutions," *AAAS.org*, 2013.

"These Tattoos Honor Lost, Not-So-Loved Species," *Smithsonian Magazine*, 2013.

Other

"The Art of Science Policy," *AAAS Art Gallery*, 2013. (juried exhibit)