

Samantha Dempsey

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Boston, MA

Summary

I am a human-centered designer, researcher, and strategist collaborating with communities and multidisciplinary teams to co-create experiences that promote equity, prosperity, and justice.

Education

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

Experience

Foundation Medicine *Boston, MA*

Senior Design Strategist (April 2019 – present)

Lead strategic projects to identify unmet needs, define and test human-centered value propositions, and align stakeholders and business cases to create new solutions for communities experiencing cancer, care teams, and enterprise laboratory personnel. Advocate for human- and equity-centered practices during executive-level strategic planning, company-wide internal events, and high visibility design workshops.

Hennepin Healthcare System'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 designing experiences, products, and services that promote health equity. Planned and executed human-centered strategy, research, and design projects in partnership with local communities, hospital staff, and community-based organizations. Developed and maintained strategic partnerships within institutions and the community.

Mad*Pow, *Boston, MA*

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

Led project teams in the research and design of meaningful behavior change experiences for clients ranging from startups to Fortune 500s. Directed projects utilizing behavioral science, design strategy, design research, and experience/service design. Managed client relationships and 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 cross-functional teams to design motivational behavior change experiences.

Mayo Clinic Center for Innovation, *Rochester, MN*

Maharam STEAM Fellow (summer 2012)

Created a toolkit allowing researchers to transform clinical conversations into shared visual health narratives.

Skills

Design Strategy & Research: generative & evaluative research, ethnography, rapid prototyping, co-creation, workshop design & facilitation, service design, experience design, project planning, stakeholder management.

Visual: illustration, visual storytelling, animation, comics, visual design, photography.

Software: Adobe Suite, InVision, Figma, SmartSheet, 10,000ft, Microsoft Office.

Thought Leadership

Bloomsbury Academic, *Ethics in Design and Communication*, 2018. *Designing Ethics Tools for Self-Reflection, Collaboration, and Facilitation* (book chapter).

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

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

Touchpoint Vol 7, 2015. *A Designer's Oath: Collaboratively Defining a Code of Ethics for Design* (article).

Scientific American, 2015. *How Designers Can Improve Healthcare for Everyone* (article).

Smithsonian Magazine, 2013. *These Tattoos Honor Lost, Not-So-Loved Species* (interview).

Metropolis Magazine, 2012. *Radical Collaborations* (article).