

Samantha Dempsey

samantha@samanthadempsey.com

www.samanthadempsey.com

781.520.1775

Boston, MA

Summary

I am a human-centered strategist, researcher, and designer creating innovative experiences & services. I bring cross-functional teams together to envision and collectively move towards better futures.

Education

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

Experience

Zwift *Long Beach, CA*

Lead Experience Designer (November 2021 – November 2022)

Crafted a strategic vision for a new cross-platform user experience and created collaborative road maps to move the organization towards that vision. Identified high priority user needs and business opportunities through research and stakeholder facilitation. Served as Experience Design Lead for a team of teams. Blended expertise in experience, service, and game design to impact key business metrics and improve user experience.

Foundation Medicine *Boston, MA*

Senior Design Strategist (April 2019 – November 2021)

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. Advocated for design processes and presented recommendations 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 innovation team embedded in a safety net hospital designing experiences, products, and services to promote health equity. Prioritized, planned and executed human-centered strategy, research, and design projects. Developed and maintained strategic partnerships with organizations 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 behavior change experiences for clients ranging from startups to Fortune 500s. Directed projects rooted in behavioral science, design strategy, design research, experience design, and service design. Managed client relationships and led on-site client workshops. Participated in business development and project scoping.

Mad*Pow, *Boston, MA*

Experience Designer (January 2014 – January 2016)

Mayo Clinic Center for Innovation, *Rochester, MN*

Maharam STEAM Fellow (summer 2012)

Skills

Design: Design strategy, design research, service design, experience design, workshop design & facilitation, rapid prototyping, game design, behavior change design, journey mapping, personas, co-design, illustration.
Software: Figma, Miro, Adobe Suite, InVision.

Thought Leadership

Primer21, 2021. *Playing with our Futures: Enabling Play as an Essential Design Tool* (talk).

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).

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).