

# MARGO DUNLAP

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user experience and service design research || design strategy || UX design

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## PROFESSIONAL EXPERIENCE

### Design Strategist, July 2016 – Present

EPAM Continuum || Boston, MA

- In cross-disciplinary teams of 3-4, plan and execute on all aspects of the human-centered design process from alignment with clients through prototyping. Past projects include transportation service experience, consumer products, miscellaneous digital experiences, small business services, and financial services.
- Lead respectful, responsive in-context one-on-one interviews with users/consumers/stakeholders. Analyze and synthesize learnings from generative and evaluative research to arrive at frameworks and insights that support business and experience strategy recommendations or concept ideation (according to last review, this is my “superpower”).
- Three major projects led to new services that are currently being piloted by the clients, a higher-than-average hit rate.
- Drove initiatives in internal trends research team to design and develop a content portal, internal rebrand, and produce a card deck of 64 culture, tech, and business trends. These deliverables were the first the team put out after a few years of inactivity.
- Teach the onboarding module on our primary generative research methods (interviewing skills, research design, and logistical planning) to new practitioners.

### UI/UX Design Work, August 2018 – February 2018

Bad Idea Factory || Cambridge, MA

- Designed, from wireframes to final UI, a mobile app based on Philip Pullman’s *The Golden Compass*, and a web-based tool to help fact checkers identify loaded language.

### Data Visualization & Design Fellow, July – September 2014

ReThink Media || Berkeley, CA

- Created branding guidelines, a graphics toolkit, and a workflow for organization-wide data visualization production for a non-profit with limited design literacy. Taught intra-office workshops on graphic design for marketing and publications.

### Researcher & Production Artist, December 2012 – July 2013

Unified Field || New York, NY

- Synthesized client content for interactive exhibits through secondary research, copywriting, and graphic assets.

### Contract Grant Writer, 2010 – 2012

Various Clients || New York, NY

- Awarded \$497,409 between four grants that I wrote, edited, and project managed. Grants were for green infrastructure projects and awarded by city, state, and federal agencies.
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## EDUCATION

### M.F.A. in Media Design, 2016

Art Center College of Design || Pasadena, CA

### B.A. in Geography, 2008

Dartmouth College || Hanover, NH

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## SKILLS

- Fluent in InDesign, Illustrator, Photoshop, laser cutting, and front-end development (HTML, CSS, Javascript)
  - Conversational in Sketch and InVision, Zeplin, GIS, Processing, Python, physical computing (Arduino and sensor tech), and 3D printing
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## ACADEMIC EXPERIENCE

### M.F.A. Thesis Project, September 2015 – April 2016

Media Design Practices || Pasadena, CA

- Designed and coded a Chrome extension (still live but somewhat derelict) as an interaction design proof-of-concept synthesis of thesis subject matter: critical theory about social change, contemporary discourses about social justice, and cognitive-behavioral psychology.

### Research Assistant, May 2015 – August 2015

Media Design Practices || Pasadena, CA

- Coded and iterated interface design experiments for an ongoing speculative research project in the digital humanities.

### Laser Cutter Tech, September 2013 – April 2016

Media Design Practices || Pasadena, CA