


EMILY HERRICK

Service Design Strategist

contact

11238, NY

 eherrick15@gmail.com

 847-848-0375

education

NY/IL

SCHOOL OF VISUAL ARTS
MFA Design for Social Innovation

ILLINOIS STATE UNIVERSITY
BA Graphic Design & Arts Technology
Minor: Civic Engagement & Social Responsibility

skills

USER-CENTRED DESIGN	RESEARCH
DESIGN RESEARCH	STORYTELLING
ITERATIVE TESTING	PROJECT MANAGEMENT
PROCESS & CAPACITY MAPPING	COLLABORATIVE PROGRAM DEVELOPMENT
SYSTEM MAPPING	GOVERNMENT PROCUREMENT
INFORMATION VISUALIZATION	PUBLIC SPEAKING
FACILITATION	CHANGE MANAGEMENT
WORKSHOP & TRAINING DESIGN	TECHNOLOGY STRATEGY

misc.

SCHOOL OF VISUAL ARTS | Adjunct Faculty

NEW YORK, NY | MAY 2019-PRESENT

Design and co-teach 30-week curriculum for 50 graduate students. Course focuses on discovering, mapping, and thinking critically about the field of social innovation through weekly speaker series, synthesis exercises, and analytical lessons.

GREENE HILL COOP | Member-owner

NEW YORK, NY | DEC 2018-PRESENT

Participating member-owner of community cooperative grocery store. Active store shift attended. Design and edit a weekly newsletter supporting the coordination of over 200 member-owners. Design educational content exploring equity, cooperative history, and social justice.

work experience

SERVICE DESIGN STUDIO | Design Lead

MAYOR'S OFFICE FOR ECONOMIC OPPORTUNITY

NEW YORK, NY | OCTOBER 2017-PRESENT

Leads delivery-focused partnerships with New York City agencies and offices employing the methods of design research and service design to improve public services with an eye towards inclusivity, accessibility, and delightful user experience.

- **Designed and operationalized city-wide** digital referral management strategy to support residents accessing public services upon release from City jails
- **Redesigned digital reporting tools** used by neighborhood Violence Interpreters to support city-wide crisis management.
- **Designed trauma-informed shelter policy** for families experiencing homelessness, and envisioned family-centered pathways into child welfare prevention services
- **Facilitate service design workshops** and trainings teaching public servants how to incorporate the methods of service design into their every day work

REBOOT | Service Designer

NEW YORK, NY | FEBRUARY 2014-OCTOBER 2017

Supported international programmatic work by applying user-centered approaches to the design of services, programs, and products. Managed teams across various client engagements surfacing stakeholder needs and uncovering contexts.

- **Led design research** in Indonesia and Brazil that guided the Wikimedia Foundation in serving the "next billion" internet users. Designed empirically grounded strategies and product features that uniquely served a new generation of Wikipedia user
- **Led design research** to develop philanthropic strategies contextually grounded in grassroots innovation within the accountable governance and independent journalism space in Kenya

PENGUIN RANDOM HOUSE | Design Assistant

NEW YORK, NY | 2013-2014

Lead concept development and design of seven fiction and nonfiction titles including the bestsellers: *The Collector* by Nora Roberts and *Critical Mass* by Sarah Paretsky.

- **Conducted background research**, coordinated art production cycles, and managed freelancers