

# EMILY HERRICK

Service & Experience Designer

contact

11238, NY



[emily@emilyherrickdesign.com](mailto:emily@emilyherrickdesign.com)



847-848-0375

education

NY/IL

## SCHOOL OF VISUAL ARTS

MFA Design for Social Innovation, 2016

## ILLINOIS STATE UNIVERSITY

BA Graphic Design & Arts Technology

*Minor: Civic Engagement & Social Responsibility*

recent projects

### Wikimedia Foundation Movement Strategy

*Reboot, ONGOING*

Conducted design research in Indonesia and Brazil aimed at helping the Wikimedia Foundation (Wikipedia) better serve the "next billion" internet users. Designing empirically grounded strategies and product features that are uniquely tailored to these new users and their contexts.

### Omidyar Network Media Development

*Reboot, ONGOING*

Conducting design research to support good governance by uncovering new investment strategies to spur sustainable independent journalism in Kenya.

### Immigrant Rights Communication Campaign

*Reboot, 2016*

Worked with the New York City Mayor's Office of Criminal Justice to design a communications campaign that helps non-citizens in NYC understand and invoke their rights when moving through the criminal justice system.

### Brooklyn Bail Fund Criteria Ethnography

*Reboot, 2016*

Conducted user research used for the design of a bail fund eligibility criteria for the Brooklyn Community Bail Fund.

Designed communications materials to highlight critical court date information to encourage clients to appear.

### REBOOT | Service Designer

NEW YORK, NY | FEBRUARY 2014-PRESENT

Supports Reboot's programmatic work with a particular focus on the design of services, programs, and products. Manages teams across various client engagements to understand user needs and capacities, design and develop appropriate solutions, and implement and monitor interventions.

### 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

### MOIRA & COMPANY | Graphic Designer

CHICAGO, IL | 2012-2013

Assisted design and production of identity campaigns for various Chicago nonprofit organizations and universities.

- Developed communication materials for Ingenuity Inc. influencing the passing of Chicago's first Public School Arts Education Plan
- Designed programing collateral and way-finding signage for Chicago Park District
- Lead development of company's website

skills

QUALITATIVE RESEARCH • ETHNOGRAPHY • USER-CENTRIC DESIGN • ITERATIVE TESTING • PUBLIC SERVICE IMPROVEMENTS • USER EXPERIENCE MAPPING • SYSTEM MAPPING • INFORMATION VISUALIZATION • EDITORIAL DESIGN • COMMUNICATIONS STRATEGY