

Laura Mattis

As a designer with 10+ years of experience, I craft human-centered services with the power of stories and teamwork.

After earning a master's degree in May 2014, I'm seeking full-time career opportunities.

SELECTED PROJECTS

Healthcare in India

Dec. 2013 - Jan. 2014

While living and working in India for five weeks, I explored opportunities in healthcare. My team of students and client employees identified a unique patient phenomenon and designed services that addressed this behavior.

Supporting Millennial Movers

Aug. 2013 - Dec. 2013

After discovering a workaround used by Millennials to find housing in a new city, my team and I designed a hand-holding service ecosystem that makes "landing" in a city more enjoyable.

Project and Knowledge Management for Designers

Jan. 2013 - May 2013

Traditional project management tools are suited to linear tasks, not the iterative nature of the design process. My team and I developed a medium-fidelity, multi-touch tool for designers to manipulate a design project in multiple stages. Our work was presented at the International Conference on Design & Emotion in Oct. 2014.

EDUCATION

Master of Design in Service Design and Communication Design

IIT Institute of Design, 2014

Bachelor of Arts in Graphic Design

University of Maryland, Baltimore County (UMBC), 2006

Bachelor of Arts in English, Writing and Communications

UMBC, 2006

PROFESSIONAL EXPERIENCE

Experience Design Intern, Concept and Design

McDonald's Corporation, Jun. 2013 - Aug. 2013

I supported the global design team by co-developing strategic frameworks and prototypes for a global imperative. I also volunteered as a team lead in a company-wide innovation challenge.

Freelance Graphic Designer

IIT Institute of Design, Oct. 2012 - Aug. 2013

I designed and collaborated with ID faculty on workshop materials, toolkit and final report for workshops that engaged policymakers and local innovators in co-design activities for ubiquitous urban technology.

Online Editor

Callahan & Associates, Nov. 2011 - Jul. 2012

CreditUnions.com, a leading source for credit union executives, needed a CMS migration and new strategic direction. As online editor, I managed the entire project from internal stakeholder coordination and design to contract and technical management.

Winner: Silver Medal, New or Relaunched Site
2013 National Azbee Awards, American Society of Business Press Editors (ASBPE)

Graphic Designer

Callahan & Associates, Sept. 2010 - Nov. 2011

As the senior graphic designer on a four-person team, I was responsible for the team and projects in the absence of the creative director. In addition to illustrating and designing an technology magazine, I also developed print materials and video assets.

Design Associate

The Forum for Youth Investment, Jan. 2008 - Sept. 2010

I was the sole print and web designer responsible for five distinct brands at a small education non-profit. I simultaneously designed and managed print materials, branding and full-featured websites.

Design Services Intern

Edelman, Jun. 2007 - Dec. 2007

At the international public relations firm Edelman, I designed print collateral and news business materials for clients including state governments, pharmaceuticals and trade organizations.

DESIGN EXPERTISE

Communication design
Copyediting and writing
Design strategy
Interaction design
Project management
Prototyping
Public speaking
Service design
User research

SOFTWARE KNOWLEDGE

Adobe Creative Suite
CSS3, HTML and
Adobe Dreamweaver
Balsamiq Mockups
Drupal and Wordpress

ACTIVITIES

Published Author,
Proceedings of the 9th International Conference on Design & Emotion
2014

Participant, Rotman
Design Challenge
2014

Co-chair, Design
Research Conference
2013

Co-chair, WelcomelD
2013

Contributor, New Idiom
Student Blog
2012 - 2014

Volunteer, Design
Research Conference
2012