

# Renata Solum

Service Design + Research

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*I am a Service Designer leveraging past lives in education, clinical product research, and writing consultancy. Empathy leads me to holistic, qualitative insights to inform the design of tools and experiences for sponsors, service providers, and service constituents with unique needs and life contexts.*

Co-Creation Facilitation  
Concept Roadmapping  
Stakeholder Interviews  
Multimedia Missions  
Ecosystem Mapping  
Resonance Testing  
Stimuli Generation  
Contextual Inquiry  
Prototype Testing  
Journey Mapping  
Diary Studies  
Ethnography  
Concepting  
Lit Review

## EDUCATION

**Prime Digital Academy**  
User Experience Design  
Certification  
*Sept. 2018 - Feb. 2019*

**University of Minnesota**  
B.A., *Magna Cum Laude*  
Speech, Language,  
& Hearing Sciences  
**2011**

Concentrations:

Communication Differences  
Psychology of Perception  
Development & Aging  
Writing Consultancy  
Accessibility  
Sociology

## EXPERIENCE

### **Sr. Design Researcher** - Worrell, Inc.

***Aug. 2021 - Present***

- Conduct inception meetings to understand needs of global clients ranging from medical device manufacturers and pharmaceutical companies to healthcare systems
- Create, delegate, and execute multi-country research plans from exploratory ethnography through concept validation stages
- Craft interview discussion guides, ethnographic missions, and research stimuli
- Synthesize qualitative data to formulate insights rooted in intersecting stakeholder journeys across the landscape of service domains and channels
- Translate insights into actionable design challenges; plan and conduct concept co-creation workshops with client stakeholders and service constituents/users
- Refine concepts in partnership with engineering and business development workstreams for technical feasibility and market viability
- Validate user/service constituent desirability through prototyping and resonance testing

### **Service Designer** - Worrell, Inc.

***Nov. 2019 - Aug. 2021***

- Collaborated with a global team of design researchers, UX designers, and engineers on multi-country design research programs
- Crafted and presented storytelling decks to client stakeholders and executive teams to win development funding for medical devices, software applications, and service initiatives on behalf of client business units
- Processed research data including protected health information in compliance with data privacy regulations
- Recruited research participants including physicians, administrators/purchase decision makers, patients, and caregivers across a variety of therapeutic areas

### **User Experience Analyst, Associate** - The Toro Company

***Apr. 2019 - Oct. 2019***

- Facilitated focus groups with business unit and workstream representatives to understand work goals, context, and barriers to successful collaboration
- Created Information Services champion program to leverage relationships within departments for knowledge sharing around digital tool and process adoption
- Designed a visual brand, communication and launch strategy for a new walk-up Service Desk and Technology Experience Center
- Supported global Sustainability Committee with insights gathering from process leaders at 45 corporate and manufacturing sites across 13 countries

## EXPERIENCE (Continued)

### User Experience Design Student - Prime Digital Academy

Sept. 2018 - Feb. 2019

- **Group Capstone Project** | *Client:* End in Mind

*Challenge:*

An established community wellness program wishes to adapt its offering to corporate employers across industries.

*Initiatives:*

- Explored constraints and culture of workplaces through interviews with key decision makers within potential subscribing organizations
- Crafted service storyboards and conducted user interviews, deployed a user survey to understand employee wellness best practices
- Prototyped a wellness dashboard experience with considerations for mobile use and scalability

- **Self-Directed Capstone Project** | *Client:* Minneapolis Institute of Art (Mia)

*Challenge:*

Existing mobile visitor tools are not being used to their full potential and visitors are unaware of offering.

*Initiatives:*

- Conducted contextual research and interventions to understand user experience with existing in-gallery technology and mobile tools
- Collected user stories of in-person experiences with art to inform the conception of meaningful digital touchpoints
- Prototyped an improved mobile website and in-gallery participatory features for visitors to engage with the collection

### Licensed Hearing Instrument Specialist - Northland Hearing, Glencoe MN

2014 - 2018

- Explored and evaluated patient communication needs, recommended and configured custom hearing instruments and assistive devices
- Co-created strategies with patients and loved ones to overcome communication barriers such as language, hearing loss, stroke, and memory loss
- Created and met monthly and annual business goals in cooperation with leadership and marketing teams
- Counseled patients in the best use of hearing instruments, user controls, and communication skills
- Created patient educational materials and adapted available tools in response to unmet needs such as vision and dexterity

### Hourly Adult Basic Education Teacher - Saint Paul Public Schools

2011 - 2013

- Prepared curriculum for students of mixed language, age, technology literacy, and cultural background
- Designed activities to foster technology literacy for accessing community, career, and health resources
- Taught classes for English Language, Adult Basic Education, and GED test prep

### Research Intern - Starkey Hearing Technologies, Eden Prairie MN

2008 - 2010

- Administered clinical product and audiological research tests
- Designed beta testing surveys and clinical procedures to improve patient experience
- Built a database and procedure for improvement of user testing methodology and survey instruments
- Collected and assembled data from audiological test equipment and hearing aid programming software
- Recruited study participants from patient database