

# Samantha Dempsey

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www.samanthadempsey.com

Boston, MA

## Education

**Rhode Island School of Design** BFA Illustration (Science Communication minor) 2013, Providence, RI

## Experience

**Mad\*Pow, Boston, MA**

**Senior Behavior Change & Experience Designer** (Jan 2016 - present)

Led project teams to design meaningful health behavior change experiences and services for a diverse group of clients ranging from startups to Fortune 500's. Directed projects utilizing research, design strategy, intervention design, concepting, UX, and visual design. Spearheaded the incorporation of co-design into my team's practice. Led on-site client workshops and client communications. Participated in business development and project scoping.

**Mad\*Pow, Boston, MA**

**Experience Designer** (2014 - 2016)

Collaborated with clients and interdisciplinary teams to design motivational, gameful, and impactful health experiences. Applied human-centered design principles to create health behavior change and service design products. Expanded Mad\*Pow's narrative design capabilities. Conducted research, presented findings to clients, and designed final concepts and interventions blending the digital and physical worlds.

**Mayo Clinic Center for Innovation, Rochester, MN**

**Maharam STEAM Fellow** (summer 2012)

Designed and conducted research to develop a kit to visually collect patient narratives that is currently used by Mayo Clinic design researchers. Interviewed patients and clinicians to design methods to visually map real-time doctor/patient conversations. Created a series of illustrations, comics, and animations to communicate the principles behind practice redesign.

**Design for America: Autism Empathy Box, Providence, RI**

**Design Researcher** (2012 - 2013)

Provided design expertise and leadership as part of an interdisciplinary Brown/RISD team. Partnered with community leaders to design the Empathy Box Project for Rhode Island communities. The project increases empathy for children and families with autism by connecting autistic and neurotypical families through shared visual storytelling and community activism.

## Skills

**Design:** design strategy, service design, intervention design, interaction design, design research, interviewing, concepting, workshopping, co-design, graphic design.

**Visual:** illustration, drawing, animation, comics, photography, lighting, layout.

**Software:** Adobe Suite (Photoshop, Illustrator, InDesign, Flash, Fireworks), Final Cut Pro, Corel Painter.

## Thought Leadership

Healthcare Refactored, 2016 "Narratives in Healthcare: Stories as Drivers of Change" (track curation)

Healthcare Refactored, 2016 "Not Just for Kids: Games and Narratives in Behavior Change" (talk)

BarnRaise 2015 "The Designer's Oath" (keynote)

Scientific American, 2015 "How Designers Can Improve Healthcare for Everyone" (article)

Smithsonian Magazine, 2013 "These Tattoos Honor Lost, Not-So-Loved Species" (interview)

Metropolis Magazine, 2012 "Radical Collaborations" (article)

## Etcetera

**Design Super Powers:** narrative design, playful & gameful design, co-design.

**Favorite Things:** illustrating mythology, muddying up hiking boots, reading darn good books.