Samantha Dempsey

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Summary

Human-centered designer impacting health and equity.

Education

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

Experience

Hennepin Healthcare System, Upstream Health Innovations *Minneapolis, MN*
Senior Human-Centered Designer (2016 - 2018)
Guided an internal design and innovation team embedded within a safety net hospital. Identified, planned, and executed human-centered design projects impacting health equity while furthering institutional priorities. Identified unmet needs, developed partnerships, conducted research, created and tested prototypes, and brought solutions to scale with community and health system partners. Led interdisciplinary teams to create experiences, products, and services that promoted patient, staff, and community flourishing.

Mad*Pow, *Boston, MA*
Senior Behavior Change & Experience Designer (2016)
Led project teams to design meaningful health behavior change experiences and services for a diverse group of clients ranging from startups to Fortune 500s. Directed projects utilizing design research, design strategy, intervention design, gameful design, UX, and visual design. Spearheaded the incorporation of co-design into company practice. Led on-site client workshops. 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 meaningful health experiences. Applied human-centered design methodologies to create behavior change experiences across digital, service, and product channels. Expanded Mad*Pow's narrative design capabilities. Conducted research, presented findings to clients, and created interventions spanning the digital and physical worlds.

Mayo Clinic Center for Innovation, *Rochester, MN*
Maharam STEAM Fellow (summer 2012)
Conducted research with patients and clinicians to design a toolkit allowing care teams, students, and researchers to collect visual patient narratives. Developed and tested tools to visually map doctor/patient conversations. Created a series of comics and animations communicating practice redesign principles to staff.

Skills

Design: design strategy, design research, rapid prototyping, facilitation, workshop design, co-design, gameful design, service design, experience design, interaction design, wireframing.
Visual: visual storytelling, illustration, animation, visual design, photography.
Software: Adobe Suite (Photoshop, Illustrator, InDesign, Flash, Fireworks), InVision, Microsoft Office.

Thought Leadership

"Ethics In Design" by Bloomsbury Academic, 2018. "Designing Ethics Tools for Self-Reflection, Collaboration, and Facilitation" (book chapter).
Healthcare Refactored Conference, 2017. "Root Causes: Overcoming Barriers to Health Equity" (keynote).
Better World by Design 2016. "Compassion & Inclusion: Participatory Design in Health" (keynote).
BarnRaise 2015. "The Designer's Oath" (keynote).
Touchpoint Vol 7. 2015. "A Designer's Oath: Collaboratively Defining a Code of Ethics for Design" (article).
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

I illustrate international mythology, muddy up hiking boots, and read darn good books.