

Delanie Ricketts

Experience and service designer, researcher, strategist, and facilitator.

Experience

Design Strategist | Fannie Mae, 2017 - Present

Collaborate with internal business partners in Capital Markets to discover new ways of approaching complex problems through design thinking.

Work with diverse stakeholders to deliver tangible insights, recommendations, and prototypes that drive innovation.

Lead Fannie Mae's Service Design Community of Practice.

Research Assistant | Imaginaries Lab, Carnegie Mellon University, 2016 - 2017 (*part-time*)

Developed new methods for expressing qualitative understandings of complex phenomena through exploratory and generative research.

Manufactured a series of landscape elements and tested them in a range of both individual and group settings to gauge the utility of the metaphor and materials in expressing complicated experiences.

UX Designer | TechChange, 2016 - 2017 (*part-time*)

Worked directly with the CTO to identify short and long term strategies for creating pilot software that serves both new and expert users.

Researched, mapped, and diagramed workflows to pinpoint opportunities.

Mocked-up low- and high-fidelity screen flows with a focus on signifiers, feedback, constraints, and accelerators.

Director of Instructional Design | TechChange, 2014 - 2016

Managed a team of three people and over half a million dollars in projects for clients such as USAID, CRS, IFC, the International Youth Foundation, UNICEF, and the World Resources Institute.

Led the design process from collaborative ideation through storyboarding, building, QA, review, and finalization for over 15 eLearning modules.

Global Health Corps Fellow | Infectious Diseases Institute 2013 - 2014

Designed distance learning trainings for health care workers in Uganda, including an eight-week Prevention of Mother-to-Child Transmission of HIV course for nurses and midwives and a three-month SMS follow-up of 95 malaria lab trainees.

Skills

Methods

- Interviewing
- Workshop facilitation
- Contextual inquiry
- User testing
- Service blueprinting
- Persona development
- Journey mapping
- Sketching
- Storyboarding

Tools

- Balsamiq
- Sketch
- Invision
- Adobe CS (Illustrator, Photoshop, InDesign, Audition, Premiere Pro, and AfterEffects)
- 3D printing
- Laser cutting
- HTML & CSS
- Working knowledge of JavaScript and React

Education

Carnegie Mellon University (2016-2017)

MA in Design for Interactions

University of California, Berkeley (2009-2013)

Peace and Conflict Studies Major (Honors, 3.9 GPA)

Global Poverty and Practice Minor