

Delanie Ricketts

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

Experience

Design Strategist | Fannie Mae, 2017 - Present

- Led the design research efforts for a strategic initiative, including generating personas, interviewing customers, and synthesizing findings—resulting in design recommendations that saved \$1.5 million in project funding.
- Co-created service blueprints with customers to identify mortgage insurance pain points and opportunities. Spearheaded the design of an onboarding resource, helping to raise deliveries with Fannie Mae's insurance offering from \$30 million to over \$110 million in five months.
- Collaborated with internal stakeholders to research, conceptualize, and prototype a net new market simulator product—leading to investment in development.
- Led the implementation of usage analytics across all 11 digital products in the portfolio while, in tandem, supporting the establishment of baseline heuristic metrics by serving as a heuristic evaluator.
- Led Fannie Mae's Service Design Community of Practice by organizing events that promote best practices, developmental content, and community support.

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.
- Coauthored "Mental Landscapes: Externalizing Mental Models Through Metaphors", published in *Interactions* magazine.

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

- Led a competitive analysis, internal UX audit, and ideation workshop to develop capability maps, mockups, prototypes, and UX recommendations.

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, and UNICEF.
- 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 courses and a three-month SMS follow-up of 95 malaria lab trainees.

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

Skills

Methods

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

Tools

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