

ALEXA CHOMAT

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MERGING THE WORLDS OF CREATIVITY
AND STRATEGY IN ORDER TO BRING
MEANINGFUL IDEAS TO LIFE.

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EXPERIENCE

PENN MEDICINE

INNOVATION CONSULTANT 2023 - PRESENT

Designing healthcare innovations to ensure efficacy and patient safety during surgery; developing medical device to automatically release tourniquets, protecting surgical patients from restricted blood flow and risk of amputation.

- Conducted in-depth stakeholder research with 20+ surgical and anesthesia professionals; mapped user journeys through field interviews and OR observations, identifying \$3.5B opportunity to automate medical procedures and protect patient safety during high-risk surgeries.
- Defining key design criteria, KPIs, and product roadmap to align team around centralized vision; applying human-centred design (HCD) principles to lead design process through rapid ideation, sketching, 3D modelling, and testing.
- Managing team of industrial designers and mechanical engineers through iterative development sprints; developing functional prototype for provisional patent, with projected 81% profit margin and \$400K+ annual malpractice cost savings for client.

CARAVAN DIGITAL STUDIOS

PRODUCT MANAGER, IDEATION 2020 - 2022

Built celebrity-founded DTC startups in partnership with Creative Artists Agency (CAA) in Hollywood; launched companies include Hanx 101 with Tom Hanks, fit52 with Carrie Underwood, and Yummers with JVN & Antoni Porowski.

- Analyzed technology and market trends in order to identify whitespace opportunities for DTC products; pitched ownership deals for 15+ celebrity brands with A-list talent partners, including Lady Gaga, SZA, Becky G, and Kehlani.
- Led 200+ user interviews and testing for new ventures in the ideation stage; leveraged user insights to strategize concepts for physical and digital products across industries including health, finance, home goods, and pet care.
- Designed prototypes and UI/UX wireframes to communicate key features to fulfill user needs; led team through weekly product roadmaps and design thinking workshops to drive product design, prototyping, and user testing.

PRODUCT MANAGER, ORA

2018 - 2020

Led software development for new-age wellness brand; brought IOS mobile app to beta testing stage, with product projected to generated \$18M+ annual revenue.

- Managed \$1M funding and 26 employees across US, Canada, and India; facilitated collaboration between diverse team members, including software engineers, UI/UX designers, content creators, and go-to-market strategists.
- Engaged in user experience and interface mapping, drawing insights from market research and primary field interviews to understand target customer motivations; designed a core feature set for MVP that fulfills user needs, providing a unique value proposition while remaining within \$300K development budget.

EDUCATION

UNIVERSITY OF PENNSYLVANIA

MS INTEGRATED PRODUCT DESIGN 2022 - PRESENT

Specializing in design thinking and innovation through multidisciplinary program at the intersection of Wharton Business School, Weitzman Design, and School of Engineering.

- Co-President, Integrated Product Design Council
- TA & Guest Lecturer, Wharton Global Youth Program
- Fellow, Wharton Venture Lab Incubator
- Studio Technician, Wharton Venture Lab

WESTERN UNIVERSITY

BA BUSINESS ADMINISTRATION 2018

BA MEDIA, INFORMATION & TECHNOCULTURE 2018

PROJECTS

<CLICK TO EXPLORE>



TOURNITECH

PROVIDING PRECISION
IN MEDICAL CARE



ORA

MERGING TECHNOLOGY
WITH SPIRITUALITY



YUMMERS

TRANSFORMING PET FOOD
INTO A BONDING EXPERIENCE

TOURNITECH

PROVIDING PRECISION
IN MEDICAL CARE

Clinical research and product development in
collaboration with Penn Medicine.

ROLE

Innovation Consultant



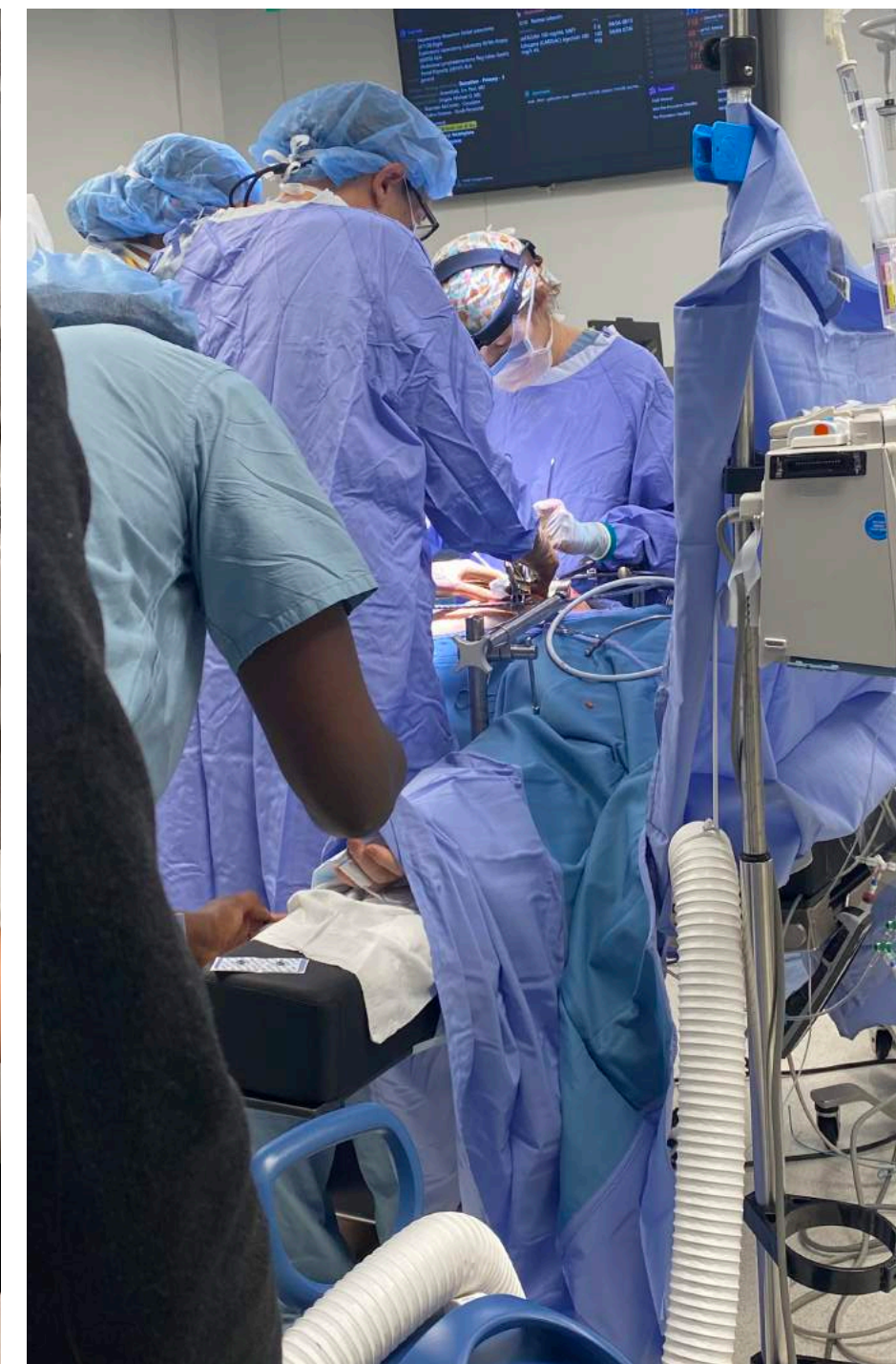
OPPORTUNITY

How might we help prevent cases of tourniquets forgotten on patients during surgery?

Imagine going into a hospital for a routine surgery, waking up from anesthesia, and realizing that your arm is gone. Amputated for no reason.

Every time a patient is put under anesthesia, a tourniquet is used in the IV application process. In an ideal use case, these are applied and immediately removed—but if forgotten, patients suffer from blood flow restrictions throughout their entire surgery.

This negligence can lead to life-threatening risks such as necrosis, ischemia, and amputation of a previously healthy limb.



INSIGHTS

Nearly every clinician we spoke to had a personal story about forgetting a tourniquet on a patient.

We began investigating the source of this issue by shadowing clinicians at Penn Medicine. Through 30+ interviews and surgical observations, we quickly realized that the scope of the problem far exceeded the safety reports we were initially asked to resolve.

With severe time pressures, alarm fatigue, and unreliable mental checklists, the chaotic nature of the OR environment makes human error an inevitability.

With these insights in mind, we began to wonder how we could design a safeguard to protect clinicians when they forget.

"Forgetting to remove a tourniquet is my worst nightmare."

- Anesthesia Resident

"We have to rely on our own methods to tell if a tourniquet's on, like checking if the IV bag is still dripping properly. But that **leaves a lot of room for errors.**"

- CRNA

"It's always when you're being rushed or nervous, that's when it happens...I promise you, 100% of the time it's **under duress.**"

- Anesthesia Resident

"I've forgotten about a tourniquet before. It's hard to say how often it happens because I feel like it doesn't get reported."

- Nurse

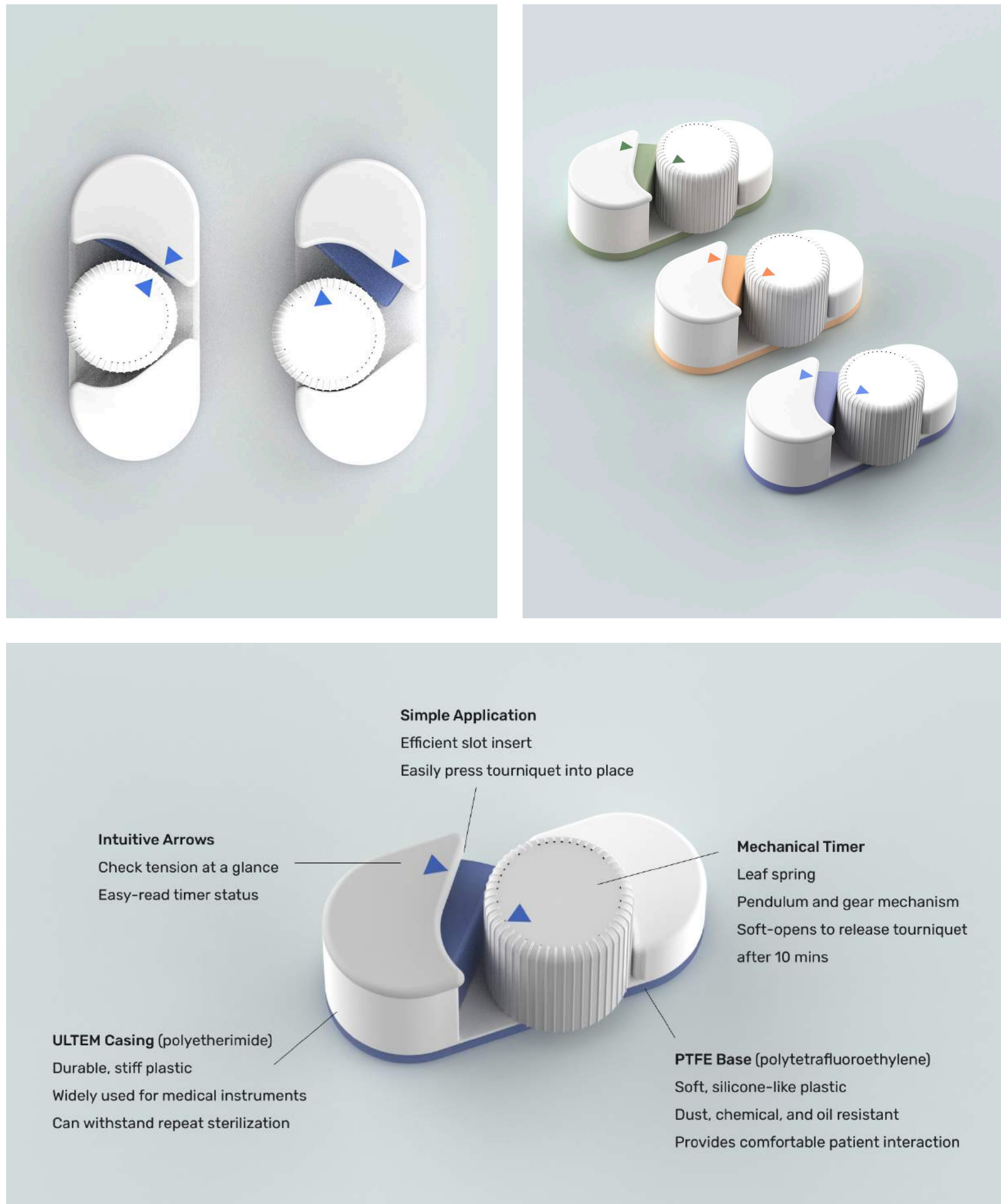
SOLUTION

A medical safety device that auto-releases tourniquets, protecting patient limbs during surgery.

Our device transforms the way tourniquets are applied. Clinicians can simply apply the tourniquet and walk away—after 10 minutes, the mechanism softly auto-releases the tourniquet to ensure patient safety.

Every feature is thoughtfully designed to ensure that the device is intuitive for clinicians, cost-effective for hospitals, and comfortable for patients.

We are currently securing a provisional patent for clinical trials in partnership with Penn Medicine.





ORA

MERGING TECHNOLOGY
WITH SPIRITUALITY

Developing new age wellness mobile app in partnership with celebrity clients at Creative Artists Agency (CAA).

ROLE

Product Manager

OPPORTUNITY

With Millennials and Gen Z turning to astrology for guidance, how might we leverage tech to tap into a world of spiritual wonder?



Mood-Minded Millennials

When we interviewed members within our target demographic, we discovered that the common link between them was they all turned to astrology in times of stress to bring them comfort, reassurance, and connection.

5.5 Stress Level

Compared to a healthy level of 3.7, Millennials report the highest stress of any generation.

100x Phone Check-Ins

Millennials check their phones at least 100x per day.

\$295 Self-Care Spend

Millennials invest in self-care, spending twice as much as Baby Boomers per month.

Sources: American Psychological Association, USA Today, NPR



With the rising popularity of horoscope blogs, to zodiac-themed product drops, to curated Spotify playlists based on your sign, it's impossible to ignore that astrology has re-entered mainstream consciousness.

Curious to explore why this ancient practice was trending in our hyper-digital age, my team dove into market research and interviewed 60+ astrology enthusiasts to reveal their primary motivations.

INSIGHTS

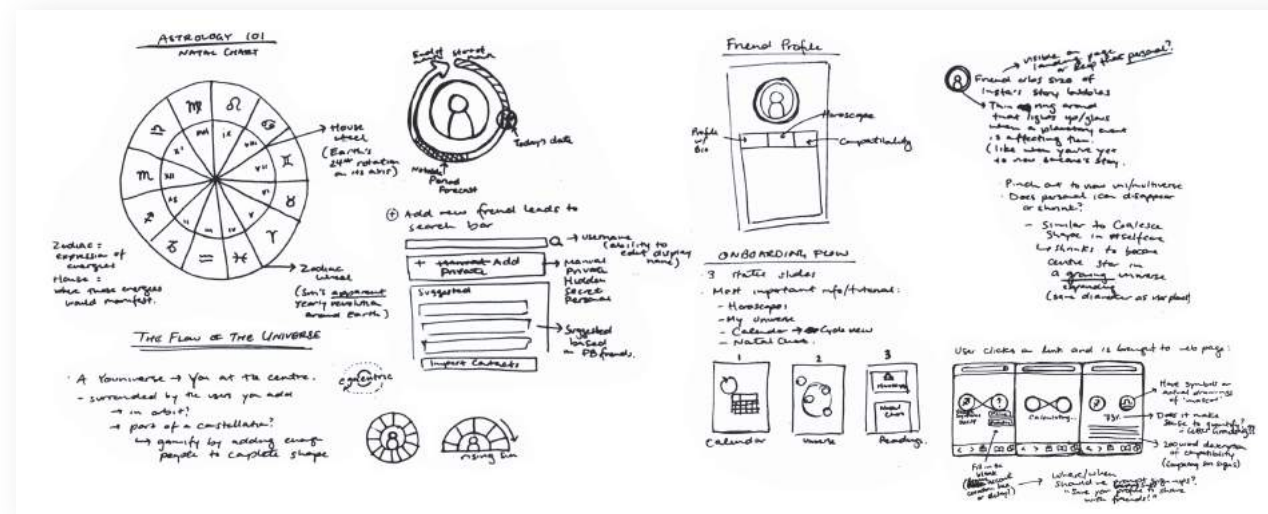
Millennials and Gen Z are turning towards spirituality to combat overwhelming levels of anxiety and isolation.

As anxiety levels spike across the younger generations, many are beginning to lean on astrology for a sense of purpose, comfort, and connection to a community.

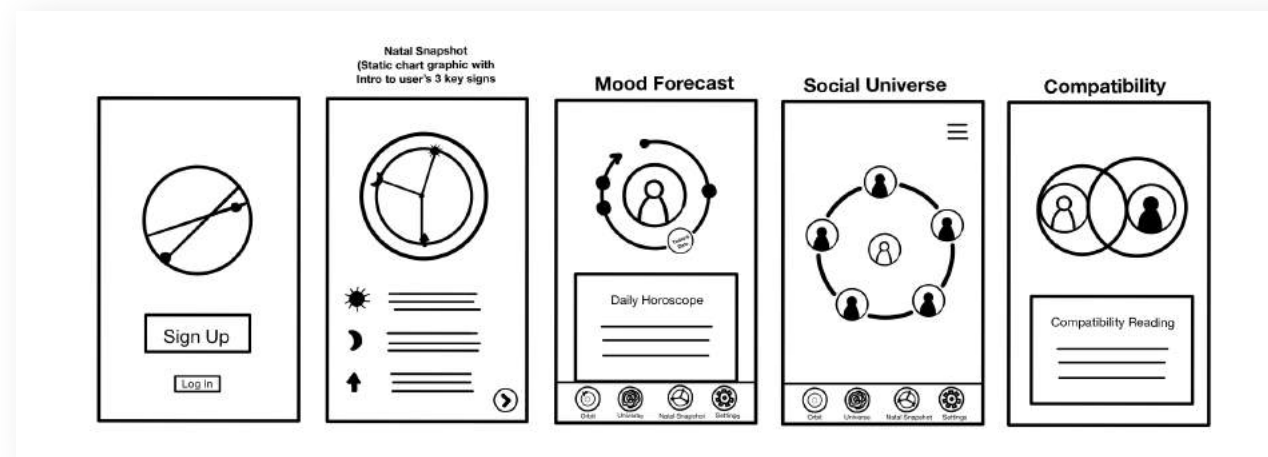
Realizing the opportunity for a mobile app centred around “cosmic wellness,” I presented the concept to the CAA investment board and secured \$1M in funding to launch the product.

Managing a global team of 26 people—including software engineers, UI/UX designers, marketing strategists, and professional astrologers—I began development to bring the idea to life.

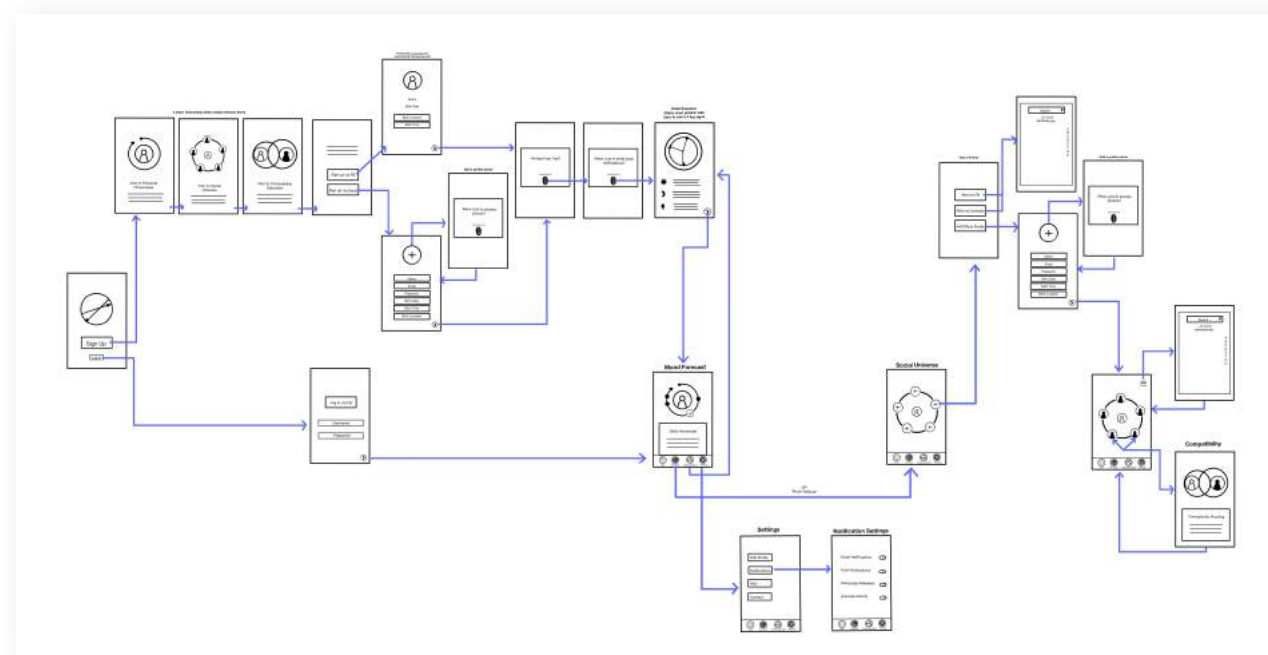
CONCEPT SKETCHES



MVP FEATURES



UX MAPPING



SOLUTION

A digital app that delivers cosmic wellness as a tool for self-care and social connection.

After countless iterations and testing with 250+ beta users, we created Ora—a cosmic wellness platform designed to offer astrological guidance as a form of self-care and social connection.

Through our connection with CAA, I forged partnerships with celebrity clients including Lady Gaga, Winnie Harlow, and SZA to capture a highly-engaged fan base upon launch.

After a successful beta launch, Ora's official release was cancelled during the uncertainty of the pandemic in 2020.



MOODSCOPES

Practice self-reflection with in-depth horoscopes and a colour-changing mood ring designed to predict your emotional forecast.

SOCIAL UNIVERSE

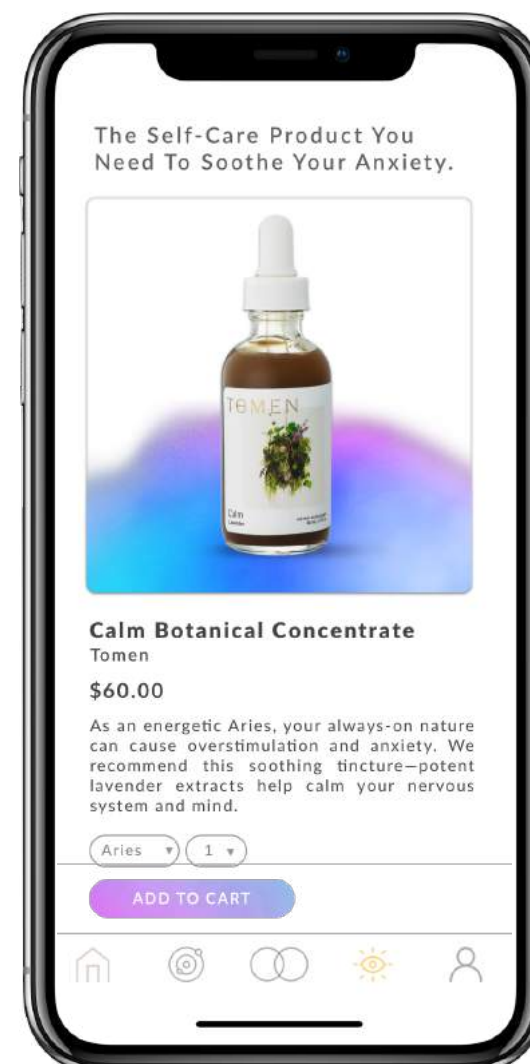
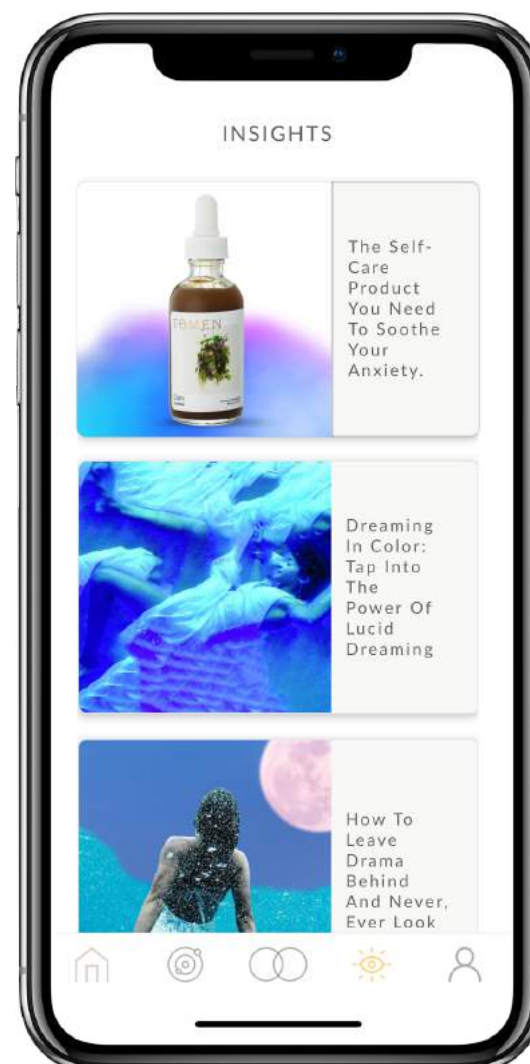
Add friends to follow their personal journeys and check in during key moments highlighted throughout your support system.

INSIGHTS

Access a personalized feed of learning guides and tools, thoughtfully curated by wellness experts.

E-COMMERCE

Discover and purchase self-care products customized for your zodiac.



YUMMERS

TRANSFORMING PET FOOD
INTO A BONDING EXPERIENCE

Developing customizable pet food in partnership
with Antoni Porowski & Jonathan Van Ness of
Netflix's *Queer Eye*.

ROLE

Product Manager





OPPORTUNITY

With owners now viewing their pets as part of the family, how might we help enhance the human-pet bond?

The relationship between humans and their pets has shifted drastically over the past few generations. Millennial and Gen Z Pet Parents now treat their “fur babies” as if they are true members of the family.

Antoni and JVN of Netflix’s *Queer Eye* epitomize the spirit of this involved Pet Parent persona. Obsessed with finding new ways to improve their pets’ quality of life, they approached us with a zeal to celebrate Pet Parents “doing too much” for their pets.

INSIGHTS

Pet Parents express love for their pets through increased investment and involvement in food preparation.

With this mission in mind, we gathered 50+ Pet Parents and began to explore opportunities to innovate in the pet space. Through these user interviews, we discovered that Pet Parents viewed food preparation not only as a necessity, but as an act of love.

Leading the brand's product development, I managed a team of designers and premium pet food manufacturers in order to craft a line of gourmet pet meal mix-ins centred around the concept of supplementary feeding.

"I always add something on top of my dogs' food. Most kibble from the grocery store doesn't seem like it actually holds nutrients. And **they get bored if I just feed them the same thing everyday.**"

- Isabella (Ghost, lo)

"I want my cats to live forever. Every decision I make with food is to help them stay healthy for as long as possible.

So I feel much better about feeding them natural formulas rather than factory food."

- Grace (Stevie, Jackson)



SOLUTION

Customized pet food boosters that transform mealtimes into an everyday bonding experience.

Backed by a team of veterinarians and pet nutritionists, we launched Yummers—a pet health brand designed to meet specific nutritional needs, provide texture variety, and enhance flavour profiles for fur babies.

With nutrition boosters that can be combined to target key health areas, Yummers mix-ins invite Pet Parents to become involved in the meal preparation experience.



PACKAGING DESIGN

TALENT MARKETING

PRODUCT DEVELOPMENT

THANK YOU

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