

Griffin Mori-Tornheim

Design Thinker

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Education

Carnegie Mellon University

Master of Human-Computer Interaction

Selected Coursework: Interaction Design Studio I,
User Centered Research and Evaluation,
Programming Usable Interfaces, Service Design

Pittsburgh, PA
August 2020

University of California, Berkeley

Bachelor of Business Administration

Selected Coursework: Product Design, Data Analytics,
Finance, Marketing, Python, Tableau

Berkeley, CA
May 2016

Projects

Product Designer - Zippy

Streamlined the clothing shopping experience with swiping, 1-Click buying, sharing, and predictive algorithms
Contributed to concept generation, wireframing, prototyping, user research, and product iteration. The result was a fully functional app
Developed business model, forecast user growth and revenue, and accounted for the triple bottom line

Berkeley, CA
Jan - May '15

Business Intelligence Analyst - Standard & Poor's

Re-calibrated financial predictive models of U.S. Residential Mortgage-Backed Securities (RMBS) using SQL, Excel, Python, and R; models were later implemented for use by the entire team
Presented data analysis and visualizations to senior leadership
Analyzed credit risk of U.S. RMBS

New York, NY
Aug '16 - Oct '17

Digital Marketing Intern -Riviera Partners

Conducted heuristic evaluation of website and updated UI to increase KPI's like conversion rate, CPC
Increased website SEO ranking by updating HTML metadata tags and publishing blog posts about the industry
Conducted market research, presented competitive analysis and proposed new positioning to senior management

San Francisco, CA
May - Aug '15

Skills

Design

Prototyping
Affinity Diagraming
Journey Mapping
Storyboarding
Service Blueprint
Heuristic Evaluation

Research

Interviewing
Usability Testing
Speed Dating
Experimental Design

Tools

Sketch/Figma/InVision
Adobe Illustrator
Microsoft Office

Programming

HTML/CSS/JavaScript
Python
R
SQL

Interests

Analog
Fashion
Movies & Books