

James Fish // design strategist & design thinking coach

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PROFESSIONAL EXPERIENCE

Design Strategist & Design Thinking Coach

2017-present

- Organized and facilitated a 5-day Google Ventures Design Sprint for a construction tools company looking to innovate into the digital market. Coached a team of 9 (including senior executives) in design thinking methods. Assessed strategic goals and market needs, prototyped an app concept, recruited and tested it with 5 users. Their experience led them to continue development of the app and hire on a full-time innovation manager.
- Created and tested a 'masterclass' series of design thinking workshops for HR professionals with Lisantix (an HR consulting agency). Facilitated numerous internal vision, mission, and strategy alignment workshops for Lisantix.
- Conducted a UX/UI review of a ICU clinician web portal for a seed-stage digital health startup.

Design Strategist and UX Researcher, Co.Lab

2019-present

Co.Lab is an employee-owned digital design collective that works with mission-driven organizations.

- Interviewed staff & members of Cultural Power (an artist-of-color-led social change organization), synthesized insights, and prototyped a novel digital media website concept for their launch, including features and layout.
- Conducted a 1-day usability, concept, and value proposition research "lab" for INTO (a storytelling platform for sustainable brands), helping them identify user experience bugs and refine their value proposition ahead of launch.

Coach, d.School & HPI Academy, Hasso Plattner Institute

Potsdam, Germany 2017-present

- Providing guidance in design thinking methods and team dynamics to student teams on real projects, from launch to handover; coaching teams of professionals in 3-day „Intro to Design Thinking“ workshops.

UX Researcher, Proteus Digital Health

Redwood City, CA 2014-17

My responsibilities spanned foundational and generative design research, including needfinding, concept testing, design thinking, and product strategy, synthesizing insights into recommendations for our product team.

- Designed and ran a study evaluating Proteus web portal in clinical workflow context
 - Conducted 14 interviews at 3 customer sites with nurses, doctors, patients, and caregivers, and 11 interviews with naive users in our target market, to evaluate workflows and test feature concepts
 - Synthesized hundreds of insights into 160 user stories, themes, and a feature roadmap
- Co-created a framework for patient health engagement based on peer-reviewed behavioral science
 - Reviewed primary and secondary literature and meta-analyses on behavior change, design, and health
 - Led team in design thinking workshops to ideate features for patient engagement and behavior change
 - Designed an in-app notifications system to motivate users to adopt healthier behaviors
- Coordinated setup at a new customer site, and ran a real-time, longitudinal service design study over 3 months
- Developed, programmed, and delivered user feedback surveys through Qualtrics
- Assisted with evaluative research and usability studies

Product Development Specialist, Storia

Istanbul, Turkey 2012-13

Associate Consultant, Wellspring Consulting, LLC.

Boston, MA 2010-11

EDUCATION

School of Design Thinking (d.School), Hasso- Plattner Institut

Potsdam, Germany 2012-13

- Learned human-centric design, ethnography, and prototyping methods to identify and solve problems.

Harvard University A.B. in sociology, minor in economics

Cambridge, MA 2006-10

- Qualitative/quantitative methods, race/identity, leadership/organizations, healthcare, social entrepreneurship

SKILLS AND INTERESTS

Languages: English (native), German (B2-C1), Italian (B2-C1), Turkish (A2)

Software: Adobe Creative Suite, Keynote, Sketch, XD, Balsamiq, JIRA, Confluence, Basecamp, Asana, Qualtrics, SurveyMonkey, MS Office, Google Drive, SPSS, Stata

Personal: Music production and DJing • Interactive art and event production • Yoga and mindfulness