James Fish

design strategist & facilitator

+49 176 420 64 65 8
james.fish@gmail.com
www.james.fish

Designer, facilitator, and music geek with 10+ years of experience helping organizations understand the needs of the people they serve, create better products and services, and build stronger design cultures along the way.

Skills 🔧

- Discovery
- Workshop conceptualization & facilitation
- Teambuilding
- Qualitative & quantitative research strategy
- Interviewing, contextual inquiry
- Task analysis, journey mapping
- Visual facilitation & storytelling
- Participatory & co-design methods
- Speculative design & strategic foresight
- Paper & digital prototyping
- Feature roadmapping
- Usability testing
- Market research & analysis

- Miro, Figma, Adobe XD, Sketch
- MS Office and Google Suite
- Adobe Creative Suite
- Jira, Confluence

  English (native)
  German C1
  Italian C1

Education 🎓

HPI d.School / Certificate, Basic and Advanced Tracks
2012 - 2013, Potsdam, Germany
Learned human-centric design methods on projects with partner organizations.

Harvard University / A.B., Sociology (Economics minor)
2006 - 2010, Cambridge, MA, USA
Qualitative/quantitative methods: race and identity, leadership and organizations, healthcare, social entrepreneurship

Professional Experience

Design Strategy Consultant (Freelance)
2017 - present

- Led a 6-month project to redesign a multi-user data analytics tool for intensive care unit clinical teams, identify product and service design issues, and create a mobile UX concept. Conducted dozens of user interviews, facilitated design thinking and speculative design workshops, prototyped and prioritized features alongside product team and senior leadership. ETIOMETRY, INC

- Organized and facilitated a 5-day Google Ventures Design Sprint for a construction tools company. 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 with 5 participants. Their experience led them to continue development of the app and hire a full-time innovation manager. CALCULATED INDUSTRIES

- Created and tested a 'masterclass' series of design thinking workshops for HR professionals alongside an HR consulting agency. Facilitated numerous internal vision, mission, and strategy alignment workshops. LISANTIX GMBH

Colab Cooperative / Senior Design Strategist
2019 - present

Colab is a decentralized, transnational tech worker cooperative that serves mission-driven organizations through agile, cooperative digital co-design.

- Led redesign of a web+mobile logistics tool that helps food rescues more efficiently coordinate donations, communicate with volunteers, and see where needs arise across communities. Needfinding, journey mapping, participatory co-design facilitation, wireframing, testing, iteration, feature prioritization, and feedback. The interactive prototype tested well with project partners and volunteers and is currently in development. THE FOOD RESCUE ALLIANCE

- Designed and prototyped an open-source web tool for climate researchers to model carbon emissions and cost projections for various technologies. PROJECT DRAWDOWN

- Designed and prototyped a novel digital media website concept for the relaunch of a social change "storytelling" organization for artists and activists of color. Research, synthesis, conceptualization, wireframing, prototyping features and layout. THE CENTER FOR CULTURAL POWER

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Interests ♥
- Electronic music production, sound design, live performance, DJing
- Music technology: human-computer interfaces, hardware & software instrument design
- Interactive & immersive event production
- Dance (modern, hip hop, flow arts)

Elsewhere ↗

Design strategy portfolio

LinkedIn

Soundcloud

Event production portfolio

HPI d.School & HPIAcademy / Coach
2017 - 2020, Potsdam, Germany

- Guided student teams in design thinking methods and collaboration dynamics on 12-week projects from launch to project partner handover, including two rounds of needfinding, prototyping, and design iteration. Coached teams of professionals in 3-5 day "Intro to Design Thinking" workshops. Mentored participants, gave feedback throughout their projects.

- Created and customized workshops and activities.

Proteus Digital Health / UX Researcher
2014 - 2017, Redwood City, CA, USA

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