

M. MITCHELL LEVERSTONE



DESIGN RESEARCH & STRATEGY

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PROFILE

A Design Researcher and Strategist with dedicated expertise in the healthcare, pharma, and medtech sectors, focused on using human-centred design to inform early-stage innovation. I translate complex clinical realities and user needs in the early discovery phase into clear, actionable strategies that guide product development and de-risk the innovation process. I am seeking a role within a collaborative, multidisciplinary team that values the integration of generative research into its core strategy and fosters a culture of continuous learning.

EXPERIENCE

Design Researcher & Strategist

Worrell / Now Veranex | 2021 - Present

As part of the Research & Strategy team, I contribute to and lead human-centered design projects for global leading healthcare/ medtech/ pharma clients, transforming user insights into strategic recommendations.

Grounded in ethnographic research, I perform and lead global generative research in high-stakes clinical environments, including operating theatres, to uncover latent needs, critical workflow, pain points and opportunities. Shaping early strategy and de-risking investments, translating ambiguous challenges into clear innovation roadmaps.

With End-to-End Generative Research craft experience, from designing discussion guides, screeners, stimuli, executing IDIs & ethnography to synthesising data as part of a wider multidisciplinary team into foundational artefacts (e.g., journey maps, insight reports, innovation roadmaps) that guides co-creation, client strategy workshops and stakeholders presentations. Lately, acted as technical lead on the team's largest account for a global pharmaceutical client.

Human Factors engineer - Consultant

Medical Human Factors (medHF) | 2020-2021

As an HF at a global human factors consultancy rooted in medical devices, I executed rigorous usability studies for regulatory submissions, providing me with a practical understanding of the validation process and risk management constraints that all upstream innovation must ultimately satisfy. This experience ensures my strategic recommendations are not only visionary but also viable and executable, particularly when it comes to study design and the iterative innovation process.

Army Field Medic

Air Force Medical Corps, Israel Defence Forces | 2009-2011
Being the first life support in the field, training and base clinic

APPROACH

- Human-Centered Design
 - Generative research with key experience in:
 - Ethnography/ contextual inquiry in clinical environments
 - Semi-structured interviews
- Data Synthesis & Thematic / Affinity Mapping
- Ecosystem & Journey Analysis
 - Roadmapping & Service Blueprinting
 - Gap analysis
- Workshop facilitation
 - Co-Creation & Participatory Ideation
 - Opportunity & Strategy
- Narrative Building & Storytelling & Opportunity definition
- Concept & Resonance / Usability Testing
 - Digital concepts services/software
 - Tangible med device/ services /workflows
- "Phase 0" / Pre-formative Research & User Requirement Documentation

FRAMEWORKS

- Human-Centered Design
- DVF (Desirability, Viability, Feasibility)
- Biodesign (Cambridge) / User needs
- "Jobs-to-be-Done" (JTBD)
- Gap Analysis
- IBM Hills



EDUCATION

Master of Science (MSc), Digital Anthropology

University College London (UCL) | London, UK
2019 - 2018

Graduated with Merit. Thesis: Conducted user-centred research on human-robot interaction in the case study of surgeons' user experiences when conducting minimal invasive surgery (da Vinci robotic system by Intuitive), performing predominantly ethnographic fieldwork in operating theatres, interviews with specialised surgeons and thematic analysis.

Fellowship | International Centre for the Study of Radicalisation

Kings College London | London, UK
2017

Fellowship dedicated for researching the Israeli and Palestinian conflict.

Bachelor of Sociology & Anthropology

The Hebrew University of Jerusalem, | Israel
2016 - 2013

Graduated with honours. Thesis: Exploring processes of knowledge sharing and the adaptation mechanisms of volunteer software engineers. Modules during BA included Sociology of entrepreneurship and innovation, Global Organizations and more.

AWARDS

Dean's Excellence Award

The Hebrew University of Jerusalem, | Israel
2016 - 2013

Commendation for Outstanding Performance

Air Force Medical Corps, Israel Defence Forces | Israel
2010

CHEEKY FACTS

- I'm a highly empathetic, passionate, proactive and reflective individual
- I love escape rooms and have also designed a few DIY versions for team-building activities or as a recreation activity with friends
- I am an avid audiobook listener, my go-to are sci-fi, 'science for everybody', biography and period drama.
- Public speaking is something I secretly desire, even though I find it utterly mortifying

LANGUAGES

- English
- Hebrew
- Spanish: Proficient