

Tia Thomson

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EDUCATION

Northeastern University
Boston, Massachusetts
BFA in Design expected May 2020
GPA: 3.96, Honors Program

City University of Hong Kong
Fall 2018

AREAS OF EXPERTISE

- Design Research
- Service & Experience Design
- UX/UI & Product Design
- Visual & Information Design
- Design Thinking Facilitation

SKILLS

- Usability Testing (in-person/remote)
- Stakeholder & User Interviews
- Persona & Journey Map Development
- Sketch, Figma, Axure
- HTML/CSS
- Adobe Illustrator, Photoshop & InDesign
- Presentation, communication & writing
- Microsoft Office

AWARDS & HONORS

Summer Scholars Independent Research Fellowship 2019

Received Northeastern's most generous undergraduate research award to fund a ten-week independent research project in collaboration with a faculty mentor

Student Advisory Board 2018-2019 College of Arts, Media & Design

Serve as the representative of the Art+ Design department to advise the Dean on decisions within the college

Best Web App, Hack@Brown 2017

Award presented by Google. Designed "Newseum," an app that displays works of art correlated with current events

University Scholars Program

Full-tuition scholarship awarded to top 1% of students on basis of academic achievement, leadership, and service

WORK EXPERIENCE

Director, Scout Labs

September 2019 – Present | Boston, MA

- Lead multidisciplinary teams of students through semester-long civic research & design projects in a new partnership with the Boston Mayor's Office of New Urban Mechanics
- Guide and teach an equity-centered design process to create a digital prototype to support civic action amongst Boston Public Schools students
- Coordinate outreach efforts with teachers, community leaders, and public servants
- Plan and facilitate participatory design workshops and user testing with Boston youth
- Set long-term strategic priorities for Scout Labs and translate these into short-term action items for the rest of the team

User Experience & Information Architecture Designer, iFactory

December 2019 – Present; January 2018 – August 2018 | Boston, MA

- Design complex content management systems for higher education clients
- Conduct and analyze usability testing, both moderated and remote sessions
- Create personas, sitemaps, wireframes and functional specifications
- Present deliverables to clients & facilitate the feedback process to build consensus
- Developed a digital tool that expedited the user persona creation process by 50%

Lead Researcher, Using Service Design to Improve Volunteer Experience

Summer 2019 | Boston, MA

- Partnered with a non-profit organization, Jeremiah Program, to demonstrate how a human-centered service design approach can be used to improve volunteer experience
- Conducted 18 interviews, facilitated 2 co-ideation workshops, & designed 6 prototypes
- Outlined a playbook with 17 recommendations and a corresponding service blueprint
- Created an online resource detailing each step of the service design process used throughout the project (servicedesignmadesimple.com)

Economic Growth Co-Op, Greater Boston Chamber of Commerce

January 2019 – June 2019 | Boston, MA

- Managed the pilot launch of Skills First Internships, a skills-based, identity-blind hiring platform with 7 corporate partners and dozens of college success organizations, leading to 189 applications submitted and 5 interns hired through the program. Due to the success of the pilot, the initiative received \$85K in grant funding for the following year
- Co-developed a grant proposal for an Innovation & Gentrification Initiative aiming to facilitate solutions-focused policy discussions that was accepted for \$50K
- Assisted in organizing and facilitating a delegation of 40+ professionals from the US and Canada to discuss regional collaboration on AI & socio-technological issues

Design Research Assistant, Elderly Technology Literacy Project

January 2019 – September 2019 | Boston, MA

- Conducted an ethnographic study about older adults' sense of autonomy in relation to their technology usage
- Conducted interviews, analyzed data & designed visual models to convey findings
- Formulated criteria for evaluating service design through the lens of autonomy
- Designed service concepts to support technology literacy amongst older adults

Design Research Assistant, Second Chance Education Project

January 2018 – August 2018 | Boston, MA

- Explored how the human value of dignity/indignity can be used as a principle of service design and systematically integrated into the design process
- Designed and conducted interviews and participatory research methods
- Used service design methods and tools to propose design ideas for improving the service experience of formerly incarcerated students pursuing a college degree

The Honest Company, Digital Design Intern

Summer 2017 | Playa Vista, CA

- Worked on the Honest.com e-commerce website rebranding project
- Created a wireframe kit to standardize the UX team's design processes
- Conducted and analyzed usability tests for various flows across the website
- Supported digital design needs across all aspects of the product portfolio, including marketing materials & website assets