

Olivia Lucas

Atlanta, GA

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Summary

Passionate about research and combining my strong qualitative background with quantitative methods to determine and measure solutions. I am enthusiastic about solving complex problems and positively impacting people and the world through research, strategy, and design.

Education

Sociology M.A. 2020-Present

University of Alabama at Birmingham

User Experience & Web Design 2015

General Assembly, Los Angeles, CA

Interaction Design M.A. 2017-2018

Domus Academy, Milan, IT

Graphic Design 2012-2013

Parsons, New York, NY

Marketing B.S. 2007-2011

Sacred Heart University, Fairfield, CT

Experience

June 2020 - Present

Senior Service Designer at Skylight

Atlanta, GA

- Performed qualitative research and analysis to inform the development of a data collection and reporting tool for Connecticut's Early Childhood Education agency
- Partnered with the US Air Force's Weather Office to lead various research methods and analysis to enable the strategy for the Support Services redesign
- Designed and co-authored a Service Design Toolkit for standardization and educational purposes

April 2018 - June 2020

Service and Interaction Designer at Fjord

Atlanta, GA

- Planned and performed ethnographic research and alternative research methods such as secondary research, contextual inquiries, surveys, and journaling studies
- Designed current and future solutions through mixed research methods, synthesis, and co-creation
- Worked in cross-functional teams to deliver valuable changes and improvements to customer and employee systems and processes
- Delivered and presented outputs such as presentations, frameworks, service blueprints, and presentations to share with clients at all levels, including executive

June 2017 - October 2017

Service Designer Residency at Experientia

Turin, Italy

- Performed ethnographic and contextual research on safety gear products in Manchester, England, and Turin, Italy, for 3M to aid in the repositioning strategy and redesign
- Developed concepts for a prefabricated home builder's website using the research developed by colleagues for website redesign featuring a conversational U.I. for lead generation

June 2016 - October 2016

UX Design Residency at Deutsch

NYC, NY

- Selected for D-Prep residency program to work on a cross-functional team creating captivating concepts and campaigns using research, strategy, and brand identity

September 2015 - June 2016

UX Designer at Rhubarb Incubator worked on GOBE and Syrup

Los Angeles, CA

- Used mixed research methods and agile processes to develop a SaaS platform that assists startups in agile product development
- Completed research and design initiatives to build out an MVP working closely with engineers, researchers, and the founder
- Performed and assisted in ethnographic research and analysis deep-diving into homelessness, social work, and volunteer enablement
- Presented research findings and recommendations to the Los Angeles Mayor's office