

# MIKA MUNCH

Service design, design strategy and UX research specialist seeking full-time hire. Intuitive, perceptive and adaptive design process.

mikakomunch@gmail.com • 650-353-0495 • Atlanta, GA

## EDUCATION

### Masters in Industrial Design

Georgia Institute of Technology  
Focus in HCI  
2018-2020

### B.S. in Computer Science

Georgia Institute of Technology  
Concentration in Media and People  
Minor in Industrial Design  
2013-2017

Computer Science and Design  
UNSW, Sydney, Australia  
2016

## SKILLS

- Design Thinking
  - Workshop Facilitation
  - Design Strategy
  - UX Research
  - Service Design
  - UX Design & Prototyping
  - Illustration & Graphic Design
  - Agile & Project Management
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- Arduino prototyping
  - Academic Design Research

## TOOLS

- Mural/Miro
- Figma
- Adobe XD
- UserTesting.com
- Adobe CC
- HTML, CSS, JS
- D3.js

## EXPERIENCE

### Senior Service Design Lead – NCR | Dec 2021 – Present

Service Design Lead | Apr 2021 – Dec 2021

Service Designer | Jul 2020 – Apr 2021

- Responsible for managing team of Service Designers and strategic discovery projects in Banking
- Gained significant increase in funding for design organization due to continual delivery of value to strengthen and build new partnerships with Product stakeholders
- Leads scoping and strategy of project plans, responsible for ensuring work outcome delivers on product and project goals
- Managed design strategy and discovery for Next Gen ITM, leading to large portfolio strategy shift, saving significant amount of time, budget, and resources
- Managed discovery strategy for suite of Merchandising and Inventory projects for Retail
- Responsible for customer-facing strategy for workshops, user testing and feedback sessions

### Service Designer and CX Strategist – Animal Shelter Consultant | 2019 – 2020

- *LifeLine Animal Project*: Conducted series of discovery workshops to understand current pain points and identify opportunities, Oversaw implementation of new adoption technology
- *Austin Pets Alive!*: Led initiative to improve foster and adopter experience through workshops, service design and research
- *Maddie's Fund Foster Apprenticeship*: Designed and taught workshop series on design thinking and journey mapping for cohort of animal shelter leaders

### Graduate Research Assistant – CoDeCraft Group, Dr. Hyunjoo Oh | 2019

- Led exploration of integration of tangible data concepts into PaperMech platform
- Building prototypes that allow students to upload a dataset and map the data to motion
- Leading technical direction of project and testing different meanings of tangible data

### Graduate Teaching Assistant – Intro to Smart Products | 2019

- Designed homework assignments and learning plan for course
- Instructed students on Arduino and prototyping for interactive 3D products
- Provided critiques on product designs, helped students with debugging and electronics

### Associate Designer – Engage Ventures | 2018

- Served as the on-hand designer & UX consultant for the 24 Engage portfolio companies
- Led workshops for gap and value identification for portfolio companies

## LEADERSHIP

### ROAMIE – Product Lead | 2019 – Present

- Leading product and design strategy for startup with mission to build software to enhance the fostering process for animal shelters

### HASS Coalition – Tools and Tech Advisory Group | Present

- Facilitating a series of workshops with local animal shelters to identify painpoints and solutions

### Service Design Network Atlanta Chapter | Present

- Facilitating a series of workshops with local animal shelters to identify painpoints and solutions

## PUBLICATIONS

“Design of an animal management tool to support lifesaving practices in an animal shelter”, Georgia Institute of Technology Thesis, 2020. <<http://hdl.handle.net/1853/62861>>

“A Day’s Work on Facebook and Other Collaborative Trends in Animal Welfare”, CSCW ‘19: Conference Companion Publication of the 2019 on Computer Supported Cooperative Work and Social Computing, November 2019. Pages 314–318. <<https://doi.org/10.1145/3311957.335945>>