



Janice Wong

Trained as a designer, researcher, and strategist, I use a human-centred approach to understand user behaviours, needs, and desires, in order to help organizations do right by their users.

Experience

Adjunct faculty – York University

Teaching Design Research Methods to Masters students, focused on interviews and co-design workshops. *Jan 2018 – present (Toronto, ON)*

Senior design & insights lead / Manager – Dublin (Deloitte)

Employee #1 at Dublin's first Canadian office. Led development of the design and research practices. Helped scale team to 20+ practitioners. Advised clients (public and private sector in a mix of industries including banking, insurance, retail) on innovation strategy, capability building, and concept development. *Feb 2015 – Feb 2018 (Toronto, ON)*

Adjunct faculty – Sheridan College

Co-taught Design Management to undergraduate design students, focused on the interplay of business and design. *Nov 2015 – Apr 2017 (Oakville, ON)*

Designer (contractor) – IDEO.org

Created a communications strategy to drive adoption of Toto Agriculture's information platform. Interviewed users and co-facilitated an ideation workshop in Singapore and Dhaka. *Dec 2014 – Jan 2015 (Toronto, ON)*

Designer (contractor) – Enabling Innovation, RD&E, SC Johnson

Produced design methods training modules, leveraging my graphic design and workshop facilitation skills to create engaging, memorable learning experiences for participants. *Jan – Aug 2014 (Chicago, IL)*

Service design intern – UnitedHealth Group, Innovation Council

Designed support services to improve first-time experiences based on primary research with key user groups including members and physicians, and call center agents. *June – Aug 2013 (Minneapolis, MN)*

Design Intern – Enabling Innovation, RD&E, SC Johnson

Led assessment of an internal behaviour change program. Recommended next steps based on interviews with participants, facilitators, and project sponsors – including C-suite executives. *May – Aug 2012 (Racine, WI)*

Senior graphic designer – POP Montréal International Music Festival

Oversaw the design of all visual communications in French and English. Co-founded the POP Hostel hospitality program to encourage new interactions between music lovers. *May 2008 – Nov 2010 (Montreal, QC)*

Education

IIT Stuart School of Business
MBA, 2013, *summa cum laude*

IIT Institute of Design
Master of Design
2013, *summa cum laude*

York University/Sheridan
Institute, Bachelor of Design
2008, *magna cum laude*

Awards & distinctions

Rotman Design Challenge
(RDC) presenter, 2017

BarnRaise presenter, 2017

BLND presenter, 2017

In Flux presenter, 2016

Work mentioned in *Presumptive Design: Design Provocations for Innovation* (Frishberg and Lambdin), 2015

Work mentioned in *Designing Here/Now* (Thames and Hudson), 2014

Social Frontiers Canada
presenter, 2014

Beta Gamma Sigma
international honour
society, 2014

Core77 Service Design
student winner, 2013

Design Research Conference
(DRC) co-chair, 2012

RDC winner, 2012

IIT Institute of Design
Fellowship, 2011 - 2013

UnderConsideration
Sustainability Award, 2011

Specialties

Human-centred design, co-design, design research, ethnography, service design, concept development, rapid prototyping, workshop facilitation, problem framing, analysis & synthesis, graphic design, French (*limited working proficiency*)

Contact

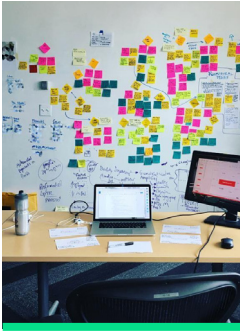
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"Recognizing the need is the primary condition for design."
— Charles Eames

"Poorly distributed knowledge is barely more useful than no knowledge at all."
— Erika Hall, *Mule Design*

"In the new economy, conversations are the most important form of work."
— Alan Webber, *HBR*

I abide by the user – taking every opportunity I can to see and hear directly from them. Just as importantly, I delight in figuring out how complex organizations work and leveraging that insight to best advocate for the users I've met.



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Selected project list

2018

National grocery retailer

Conducted generative and evaluative research across the country to explore families' shopping routines, culminating in a new brand promise for the client

2017

Toronto Blue Jays

Held a co-design workshop with fans and foodies and conducted expert interviews with restaurateurs to identify opportunities to improve the in-stadium food and beverage experience

National airport authority

Ran a 2-week research sprint to identify opportunities for improving the valet experience (one week in the field, one week amplifying findings with behavioural design IP and summarizing recommendations)

TD Bank*

Developed an HCD training for 150 employees that covered each step of the concept development process (framing, research, analysis, ideation)

Ontario government ministry

Identified behavioural changes to improve positive policy outcomes for the ministry, specifically with low-income citizens

2016

Global bank

Developed a fresh library of insights and design principles on best-in-class, cross-channel digital banking experiences, while also demonstrating the power and value of taking an HCD approach (a first for the bank)

National retailer

Immersed the company's top 25 execs in design research (each person shadowed an in-home interview) and facilitated a two-day strategy off-site, which was focused on how and why to take a customer-centric approach

2015

National wealth management firm

Developed a new wealth management concept for millennials based on insights about the emotional aspects of savings and retirement; prepared a prototype for evaluative research and pilot planning

Global pharmaceutical company

Conducted research to better understand the daily experiences of Crohn's patients in order to identify insights on providing more seamless support in and outside of the clinic

2014

SC Johnson

Designed workshops for business executives on basic and advanced methods for problem framing, idea generation, evaluation, and user-centred storytelling

Skills

Research

- User interviews
- Expert interviews
- Intercept interviews
- Observation
- Immersion
- Cultural probes
- Card sorts

Prototyping

- Paper prototyping
- Experience prototyping
- Wizard of Oz prototyping
- Scenario planning
- Role playing
- "Provotypes" (aka sacrificial prototypes)

Strategy

- Analysis & synthesis
- Service blueprinting
- Business modeling
- Writing

Leadership experience

- Workshop facilitation
- Coaching and mentoring
- Teaching

Design

- Communication design
- Information design
- Service design
- Participatory design
- Illustration
- Video production (basic)

Contact

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* [Read more](#) on Design Camp from the TD Newsroom