

chloe saunders

designer | researcher | strategist

EDUCATION

NORTHWESTERN UNIVERSITY

M.S. Engineering Design Innovation
2021 - March 2023

BRIGHAM YOUNG UNIVERSITY

B.S. Marketing Management, Social
Innovation Emphasis
Summa Cum Laude | 4.0
2015 - 2018

SKILLS

RESEARCH & STRATEGY

User Interviews, Survey Design,
Secondary Research, Statistical
Analysis, Journey Maps, Synthesis,
Frameworks, Business Models,
Storytelling

LANGUAGE

Intermediate Japanese

TOOLS

PROTOTYPING

Laser Cutting, 3D Printing, Water Jet,
Foam Core, Shop Tools, Ceramics,
Sketching

DIGITAL

Figma, Adobe Suite, Mural, Procreate,
DScout, SQL, VBA, Excel/Macros

FOR FUN

Documentaries, sushi, polaroids & my
recent business launch: CLAE ceramics

PROJECTS

D-FORD TRANSPORTATION DESIGN

FORD MOTOR CO. | JAN 2022 - APR 2022 | Evanston, IL

- Led synthesis of insights from 5+ interviews with target segment consumers
- Storyboarded and prototyped 5 main concepts using a variety of mediums to collect feedback
- Directed execution of client shareout, showcasing final concept & roadmap

P&G FEMCARE INNOVATION

PROCTER & GAMBLE | SEP 2021 - DEC 2021 | Evanston, IL

- Conducted 3 rounds of research for a total of 15+ consumer interviews to problem frame and identify user requirements
- Developed frameworks and journey maps to visualize tensions
- Ideated through 20+ prototypes to develop final product concept

EXPERIENCE

DESIGN INNOVATION INTERN

X CO. | JUN 2022 - AUG 2022 | Chicago, IL

- Gathered on-site research and presented 50+ user insights to Design Director, informing iterative decisions for future buildings
- Designed wayfinding materials for building opening, 20 hrs in Illustrator
- Brainstormed concepts for central brand reference document—leading to decreased risk, quicker turnaround time, and increased profitability potential

SENIOR COMMUNITY EXPERIENCE ASSOCIATE

WEWORK | MAR 2019 - JAN 2021 | Seattle, WA

- Applied design thinking to innovate staging process—scaled globally to reach ~2,000 employees
- Executed 30+ events in 11 months: recognized as top event manager
- Designed communications for 650+ members via email, 7+ software applications, and weekly newsletters

SERVICE

CENTER INNOVATION LEAD

BALLARD CENTER FOR SOCIAL IMPACT | SEP 2016 - MAY 2018 | Provo, UT

PROGRAM RESEARCH LEAD

HELP INTERNATIONAL | JUN 2016 - JUL 2016 | Nagpur, India

TRAINING LEADER

CHURCH OF JESUS CHRIST OF LDS | JUN 2013 - JAN 2015 | Tokyo, Japan

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