

Irene Maria Chong

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Projects

City of Chicago

Troubled Buildings - Co-created with Mayor's Office and nine departments to develop strategies and solutions that focused on residents and minimized number of troubled buildings. Conducted workshops, workflow analysis, interviews and ethnographic research.

MacArthur Foundation

Electronic Learning Record - Imagined a vehicle for the creation, gathering, reflection, and sharing of transformational social learning experiences. Conducted ethnographic research, interviews and behavioral prototype.

GE Healthcare

Cath Lab - Conducted ethnographic research and workflow analysis to analyze how doctors used the workspace, the patient experience, administrative relationships, and defined new opportunities for improvement.

Skills

Design and Software Tools:

InDesign, Photoshop, Illustrator, Microsoft Office

Languages: *English, basic French and Cantonese Chinese*

Other: *Strong skills in strategic and analytical thinking, research, writing, implementing and presenting.*

About Me

Tireless world traveler with an insatiable curiosity, willing to experience new things and push comfort zone boundaries, collector of cobalt blue glass bottles, avid cook, foodie photographer, love to sail, learning to surf and aspiring to live, eat and work in healthy ways all at the same time.

Objective

Seeking position to create fresh user experiences that meet both user needs and business goals. Strong interest in service design, strategy, organizational transformation and international projects. Able to relocate.

Experience

Inland Revenue *Sr. Design Advisor, Innovation Planner | Wellington, New Zealand | Jan 09 - present*

- Developing a long-term cross-organisational approach to compliance management.
- Creating interrelated solutions that deliver customer focused services for tax and social policy, while enhancing voluntary compliance and protecting the revenue base.
- Coaching, leading and transferring skills of systems thinking methodology, Structured Planning.

Freelancer *Design Strategist | Chicago, IL, USA | Aug 08 - Dec 08*

- Helping organisations define new opportunity spaces.
- Conducting home interviews and observation studies.

Adaptive Path *Design Strategist Intern | San Francisco, CA, USA | Summer 07*

- Immersed in multiple consulting projects for large financial institutions and mobile device companies.
- Illustrated & developed personas; analyzed/synthesized research findings from user interviews and diaries.
- Translated primary research into storyboards to guide client workshop.

Design Research Conference *Co-Chair | Chicago, IL, USA | Jan 06 – Nov 06*

- Oversaw the Institute of Design's annual student-run conference. www.designresearchconference.com
- Assembled and led team of 35 volunteers, overseeing all aspects of the conference, including content, logistics, marketing, public relations, sponsorship, communication design and production.
- Responsibly managed budget, raising over 12.5% of the budget through private funding.

McDonald's *Information Design Intern | Oakbrook, IL, USA | Summer 06*

- Applied contextual research and ran focus groups to understand the needs of employees seeking higher education opportunities.
- Enhanced usability of a McDonald's intranet site, used by 13,000 restaurants across America, by improving navigation and layout.

Design Exchange *Project Coordinator | Toronto, ON, Canada | Oct 04 – Aug 05*

- Organized logistics, marketing material, exhibit installations for various workshops, competitions, and design festivals - to the great satisfaction of presenters, sponsors and partners.
- Produced professional development and portfolio review program aimed to prepare interior design students for the workforce.

Design Exchange *Info. Services & Volunteer Coordinator | Toronto, ON, Canada | Aug 02 – Nov 03*

- Managed team of 40 volunteers for a not-for-profit museum. Initiated and implemented volunteer program improvements, including training, recruitment and retention, resulting in higher volunteer loyalty.

Education

Illinois Institute of Technology *Chicago, IL, USA | Aug 08*

Master of Design, Design Planning, Institute of Design – Applying human-centered design methods to solve complex problems that will add value to consumer offerings and competitive advantage to firms. Clients include: City of Chicago, GE Healthcare, Travel Well, Do Good, MacArthur Foundation.

MBA, Stuart School of Business – Applying design thinking to business concepts and applications.

Ryerson University *Toronto, ON, Canada | Jun 05*

Design Management - Post-graduate studies investigating design and business management.

Harvard University *Cambridge, MA, USA | Summer 04*

Urban Planning & Design – Conceptualized, analyzed and prototyped problems of the urban environment.

University of Guelph *Guelph, ON, Canada | Jun 02*

Bachelor of Environmental Science, Major: Environmental Economics & Policy, Minor: Math Modeling and Risk Assessment – Advanced problem solving of environmental issues.