

Jonathan Newberry

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A senior designer and team leader with a background in social innovation and research rooted in a human-centered approach to designing products and services. Skilled in exploring persistent global problems with fresh vision and constant collaboration to bring new ideas from research and prototypes through to full implementation.

CORE COMPETENCIES

- Human-centered design
- Product & service design
- Design research
- Strategic consulting
- Social Innovation
- Interaction design
- Workshop & Collaboration design
- Storytelling & Communication

PROFESSIONAL EXPERIENCE

Independent Design Consultant

May 2017 – Present

Select Clients: IDEO, New York Univ, Gates Foundation, Vanderbilt Univ, TVA, International Rescue Committee

Integrated into teams or led project work amongst a diverse set of industry-defining clients primarily in the social innovation space. Efforts focused on issues like social equity, refugee resettlement and climate resilience.

- Design lead with the Better Giving Studio at IDEO, in collaboration with the Gates Foundation, working to use design to accelerate ideas in the everyday giving space helping donors with the tools to give better.
- Consulted with an \$11 billion dollar federal power provider to implement research and development of prospective initiatives focused on electric vehicle acceptance and transition in the American South. Efforts include climate compliance and prototyping, notably a collaboration with Lyft promoting EV rideshares in their fleet transition.
- Co-taught Coffee Equity Lab in Vanderbilt University's Social Innovation Department, leading a curriculum focused on using coffee as a lens to explore global issues like equitable access, trade and market dynamics and climate impact, guided by a human-centered design and systems thinking approach.
- Co-directed a team of designers, researchers and academics represented from Harvard and Stanford University's working to redesign refugee resettlement services within the national program offerings, conceived of by and prototyped with the International Rescue Committee's global innovation team.

UNICEF

Oct 2018 – Sep 2021

Senior Product Designer, Office of Innovation

Responsible for managing global efforts in expanding innovation expertise and human-centered design practices among UNICEF field offices as Innovation Services team lead.

- Led product design and research of a global redesign of UNICEF's largest youth outreach platform, positively impacting a community of 27 million young people worldwide.
- Responsible for global field team engagement and innovation expansion, empowering field offices teams to grow innovation tactics and practices via workshop facilitation, strategy and community development.
- Facilitated human-centered design workshops focused on collaboration and technical skill development via dozens of remote workshops and numerous in-person experiences across 4 continents.
- Involved in developing the first innovation project directory organizing over 7,000 global innovation initiatives via a single hub focused on cross-team idea sharing and global innovation quality and efficiency.

Senior Design Strategist

Responsible for leading design strategy and project leadership at a leading social innovation consultancy working at the junction between technology and human-centered design for a wide spectrum of socially-conscious clients.

- Worked with Alight (formerly American Refugee Committee) to design new ways for listening to refugee feedback in Uganda and Rwanda by prototyping and developing new refugee feedback systems that better support teams to put refugees at the center of decision making.
- Led a design team embedded within Neighborhood Trust, a New York City-based nonprofit organization focused on providing low-income financial services. Our pilot plan was used to build an in-house product team and led to the project winning a \$250,000 grant with Chase FinLab.
- Regularly integrated into teams at IDEO.org in efforts such as reimagining how to teach design thinking to a community of social innovators, and to empower Filipinos with new financial services after typhoon Yolanda.

EDUCATION

B.A, Freed-Hardeman University – Media Arts, 2007

TECHNICAL SKILLS

Figma, Miro, Mural, Adobe Photoshop, Illustrator, InDesign, Sketch, InVision, HTML, CSS

TEACHING & SPEAKING

Coffee Equity Lab, Vanderbilt University Social Innovation Dept at *“The Wond’ry”*, Spring 2022

Guest Lecturer, Vanderbilt University Dept of Human and Organizational Development, 2019-Present

Vanderbilt University Social Ventures Think Tank, *“Ideation and Design Thinking”*, Feb 2020

Vanderbilt University Social Ventures Summit, *“Using Human-Centered Design to Think like a Designer”* Jan 2019

Lipscomb University, *“Designing for People”*, Sept 2019

General Assembly Denver, *“Design for the Greater Good”*, Nov 2018

Posner Center for International Development, *“Human-Centered Design in Practice”*, Jun 2016

WRITING

Contributor, *Design for Social Innovation: Case Studies from Around the World*, Routledge Press, *“Redesigning U-Report, UNICEF Office of Innovation”*, Published Fall 2021, Edited by Mariana Amatullo et al.

UNICEF *“Human-Centred Design In The Field”*, Oct 2019

IDEO.org Notes from the Edge of Design, *“The 4-Week Guide to Digital Innovation”*, Apr 2016

FEATURED

Panelist, Vanderbilt University, *Pathways in Social Innovation*, Spring 2022

Fast Company, *“At These Camps Refugees Can Give Real-Time Customer Feedback”*, May 2018

Panelist, Denver Startup Week, *“Empowering International Development Through Technology”* Sept 2016

Core77, *“Deconstructing Assumptions to Design Moneythink Mobile”*, Apr 2014