



Adriana Navarro Sainz
Product and Service Design
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EDUCATION

**University of Cincinnati
2024 (Expected)**
Doctor of Philosophy,
Human Computer Interaction
(HCI), Quantitative and qualitative
research for design/HCI
School of Information Technology

**University of Cincinnati
2018 | Cincinnati, OH**
Master of Design,
Human-computer interaction,
Product design and research
College of Design, Architecture,
Art, and Planning

**Concordia University
2015 | Montreal, CA**
Graduate Certificate in
Computational Design
College of Design and
Computation Arts

**Instituto Tecnológico y de
Estudios Superiores de
Occidente (ITESO)
2011 | Guadalajara, Mexico**
Bachelor's in Integrated Design,
Product and visual design

AWARDS & ACHIEVEMENTS

**Erwin S. and Rose F. Wolson
Scholarship**
2016 | Sole recipient

**'In The Arena' Landrum & Brown
Award**
2017 | Sole recipient

**System Methods For In-Flight
Crew Assistance**
2018 | Pending Patent:
US20190196475A1

PUBLICATIONS

**Navarro Sainz, A., Jung,
Heekyoung., & Prabhakar Sible,
Annu. "Crafting Digital Experiences
For Feminine Stress-care: An
Exploratory Approach."**
In Proceedings of ACM
Conference on Human Factors
in Computing Systems,
CHI, April 2020 (Cancelled)

EXPERIENCE

**Cincinnati Children's Hospital
Research Foundation
Product and Service Design
Cincinnati, OH | 2019 - Present**
Collaborate with developers, software architects, investigators, and business analysts on creating digital products. Conduct mixed-methods research to uncover user needs. Translate insights into design requirements. Design user experiences, test, iterate and refine products along agile process.

**Live Well Collaborative
Graduate Research Fellow
Cincinnati, OH | 2017- 2019**
Project Lead. Human-centered design research and development for various projects sponsored by P&G, GE, Kroger 84.51°, Boeing, UHG, and Cincinnati Children's Hospital (CCHMC). Planned, executed and facilitated design thinking workshops and other research activities.

**Hewlett Packard
Product and Service Design Intern
Vancouver, WA | Summer Internship 2018**
Tasked with exploring innovative opportunities for HP to incorporate VUI into their line of products. Design, prototyping, user research and testing. Translated research insights into user needs. Journey map, user stories, offering map. Presented project to high-level executives.

**BIGBANG Corporate Apparel
Senior Visual Designer
Guadalajara, MX & Remote | 2014-2016**
Visual design for marketing tools. Redesigned website and launched online store.

SKILLS

Methods

Experience Mapping
Contextual Inquiry
Card Sorting
Diary Studies
Ethnographic Methods
Service Blueprint
Journey Mapping
User Stories
Participatory Methods

Personas
Data Analysis
Cognitive Walkthrough
Empathy Mapping
Usability Testing
Affinity Diagramming
Offering Mapping
Service Roadmap
Information Architecture

Tools

Adobe CC
Jira
Confluence
InVision
Arduino
HTML/CSS
Google Analytics
Optimal Workshop
UserZoom

Design

Wireframing
Storyboarding
Visual Design
Data Visualization
Prototyping
Human-centered Design

Languages

English
Spanish
French

VOLUNTEER

Ladies That UX (Cincinnati Chapter)
Organizer Committee | 2018 - 2020