

Dinah Coops

Design Researcher

Research designer in an innovation team at Brooks Running and a recent graduate of the UW masters program in Human Centered Design. My objective is to fully leverage human centered design principles, skills and leadership through qualitative research and multi-disciplinary collaboration to help make a positive difference for people and planet.

20 years experience in strategic design solutions with proven team collaboration and leadership skills that help cut through complexity to identify and solve for both consumer and business needs.

Experience

Brooks Running | Senior Research Designer | Run-Sights Lab 11/2020–present

- + **Building** the design discipline in the lab, including hiring and mentoring
- + Successfully advocated for **innovation** to start earlier in project lifecycles, through prototyping and testing as part of the research process; **introduced new research methodologies**
- + Promoted effective **collaboration** in project pods to create shared ownership and high performance
- + **Planned, moderated and synthesized primary research** (both virtual and ethnographic) on runner needs and desires, through diary studies, in depth interviews and focus groups
- + **Designed influential storytelling presentations** and runner user journeys to frame findings and recommendations for innovation to senior leadership and stakeholders

Blink UX | Research contractor | UX designer/researcher intern 6/2019–10/2020

- + **VR usability research testing** including moderating user testing for over 45 sessions to gather a mix of quantitative and qualitative data.
- + Leveraged the **user centered design process** to produce six key recommendations for improved processes in storage, search and user flow for internal projects at Blink's 135 person UX consultancy firm.
- + With a PhD research partner and stakeholders, conducted research including 18 company wide **qualitative interviews**, comparative research of cloud storage and AI add-on platforms, and 15 card sort studies for improved information architecture.
- + Designed **journey maps** for three persona **user flows and prototypes in Figma** to test user paths and content hierarchy of information architecture with 15 employees.

TIBCO | Visual designer 9/2018–5/2019

- + Designed an **updated UI and wrote the specs** for the software redesign of an international order management system in collaboration with a multidisciplinary research and PM team.
- + Developed personas, user journeys and **drafted design principles** for the UX design dept.
- + Utilized and enhanced **Sketch pattern libraries**, created color palettes and icons and presented iterations through Invision.

Dinah Coops Design | Freelance art director and designer 1996–2018

- + Developed visual rebranding for sports clothing at a major retailer leading to a **300% increase in department sales**.
- + Produced **branding and design guidelines** for brand look and feel, color palettes and typography specifications for over half a dozen sports clothing and tech clients.
- + **Mentored internal teams** on successfully executing with revised brand guidelines.
- + **Led photoshoot teams** providing art direction to bring projects to life; established storytelling, mood, and aesthetic direction and managed crew members.

Clients included: Nordstrom, Redfin, Brooks, In-Depth Genomics, Levi's, Hotwire, Ex Officio, Brooks, Tommy Bahama and Lucy

Portfolio + contact

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Research skills

Qualitative methods
Study design
Study moderation
Interviews
Research analysis
Usability testing
Heuristic evaluations
Findings reports

Design skills

User centered process
Strategy
Concept development
Storytelling presentations
Persona development
Journey maps
Information architecture
Wireframing
Prototyping
Product specifications
Branding
Design Guidelines

Tools

Figma
Sketch
InVision
Photoshop
InDesign
Miro

Dinah Coops

UX Researcher & Designer

Portfolio + contact
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Experience, cont.

Dinah Coops Sustainable Products | Entrepreneur 2007-2012

- + **Designed, produced and sold** a line of modern, hand silkscreened home and personal accessories made from sustainable materials.
- + **Achieved distribution in over 30 states.**

Nordstrom | Creative manager | Art director 1991-1996

- + **Art directed and designed** for a broad range of customer segments, as well as supporting Nordstrom Product Group brands and Designer clothing.
- + **Managed nine art directors** guiding creative direction for catalog and advertising and fulfilled administrative responsibilities including reviews and assignments.

Education

University of Washington 9/2017-8/2020

Master of Science in Human Centered Design and Engineering, GPA 3.96

- + Focused on **research and design for social good**, including increasing the millennial vote, climate justice and combating diabetes through technology.
- + Demonstrated strong **team leadership** in seven projects over the past three years; facilitating ideation, leading co-design sessions and often performing a project management role.

IDEO

Certificate | Storytelling for Influence | Ideas into Action

Rochester Institute of Technology

Bachelor of Fine Arts, Communication Design

Volunteer Experiences

Seattle Unite Democracy Cup 8/2020-12/2020

Web designer for toolkit of census and voting social media materials for under-represented communities in conjunction with Seattle sports teams

DC Service Design Jam 10/2020

Remote team ideation and prototyping for civic engagement

UW Grad Ambassador 9/2019-8/2020

Designer for Changemakers/AIGA Seattle 5/2016-9/2016

Human centered design for social impact

AIGA Design Swarm for Democracy 7/2016

Team design sprints moderated by Surya Vanka

Recognition

ScanDesign Fellowship recipient 2020

Internship panel for UW Graduate Student Association 10/2019

Featured in *Communication Arts* article "Enterprising Designers" 9/2010