Tracee Vetting Wolf

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AREAS OF EXPERTISE

+ Human-centered design
+ Service design
+ Design thinking
+ Qualitative resesarch & analysis
+ User experience
+ Innovation
+ User journeys
+ Service blueprints
+ Design & facilitate workshops
+ Listening sessions
+ Thinking styles & mental models
+ Thought leader
+ Strategic thinker
+ Identify insights
+ Reframe problems

TECHNICAL COMPETENCIES

+ Adobe Creative Suite
+ Mural
+ InVision
+ Qualtrics
+ Figma
+ Microsoft suite

EDUCATION

Masters of Architecture
University of Minnesota

Bachelor of Science Applied Design & Visual Communication
University of Minnesota,
Magna Cum Laude, Dean's List,
Student Athlete

Established and versatile senior service design professional with experience in diverse areas of strategy, qualitative research, experience design and innovation.

PROFESSIONAL EXPERIENCE

Service Designer III
Mayo Clinic, Feb. 2016 - present

Skills: qualitative research methods, qualitative analysis, leading a qualitative research team, research planning, human-centered mindset, cross-collaboration within a matrixed hierarchy and multiple stakeholders, can work independently, facilitation, workshop design, well-designed communications, critical thinking, problem-space thinker.

Quality *Nov. 2023 - present*
+ Led strategic development activities for Colorado State University College of Veterinary Medicine's integration of academic, research and practice.

Mayo Clinic International *Mar 2020 - Nov. 2023*
+ Spearheaded visioning for the International Patients Seen in the US (IPSIUS) program, including competitor interviews, patient listening sessions and a dozen workshop sessions with over 40 stakeholders and SMEs.
+ Developed a pioneering greenfield consulting process for International, leading to clear sales pitches, SOWs and consulting practices.
+ Designed, standardized and facilitated strategy engagement offerings for global clients, including facilitator guides and Mural templates.
+ Developed digital ecosystem strategy for international care network members.
+ Tiger team for Mayo Clinic's first ever international video visit process during Covid; gathered patient feedback.

Center for Innovation *Feb. 2016 - Mar 2020*
+ Led enterprise-wide cultural agility project at Mayo Clinic, meeting with over 185 stakeholders and front-line staff and gathering input from international patients.
+ Conducted 6 large-scale interventions at the Rochester International Airport resulting in improvements to TSA lines, restaurant vendor selection, furniture selection and arrangement, electrical wiring, and wayfinding.
+ Partnered with DMC, LLC to identify critical emotional moments in a patient journey that transcends Mayo Clinic into the surrounding community experience.

Well Living Lab *Feb. 2016 - Nov. 2016*
+ UX design for a cognitive research application, enabling the research of cognitive effects of varying indoor environments

Curriculum Creator, Author, Artist
Stay at home mom, July 2013 - Feb. 2016

Skills: creativity, communications, curriculm instruction design, moderation, art, book design, publishing

+ Collaborated with partners to create curriculum to enhance teacher creativity.
+ Created and implemented online workshops and MOOCs.
+ Oversaw and moderated MOOCs.
+ Co-authored and self-published "Artist rEvolution," sold on Amazon.
+ Created and printed original art.

Lead User Experience Designer

IBM, Sept. 2006 - July 2013

Skills: collect and create end user requirements, create design specs, created mock ups and interactive simulations, agile practices and scrum, collaborate with teams (design, development and marketing), critical thinking, creativity, conceptual development, tactical requirements, human-centered design.

+ Led UX design for IBM's first telephony product.
+ Designed audio/video and telephony integrations across IBM's realtime collaboration software products.
+ Presented IBM's new audio/video and telephony experiences annually at Lotusphere.
+ Identified testing needs with a UX researcher and occasionally conducted end user testing.

Design Strategist

IBM T. J. Watson Research, July 2000 - Sept. 2006

Skills: experimental UX design, visual design, social computing trends, develop patents, create interactive simulations of novel online community spaces, create thought experiments for user-facing knowledge-assisted interactions, critical thinking, creativity.

+ Created and researched inspiring, strategic, and innovative ideas for online community experiences, resulting in 7 patents and almost a dozen published papers.
+ Worked with a team to build a novel conferencing solution that was rolled out as a pilot within IBM to over 1500 users and over a million minutes used each month. I joined the delivery team to commercialize the offering.
+ Received Outstanding Technical Achievement Award for assisting with the development of a novel conferencing solution.
+ Teamed with a developer to build a social computing online environment so that our social computing group could test online social behaviors and novel interactions.
+ Teamed to launch IBM's largest online internal discussion (WorldJam, 2001).
+ Worked on two different coveted Adventurous Research teams exploring novel solutions, one for online communities and the other for adaptive simulations.
+ Developed interactive prototypes exploring new UX mechanics, online community visualizations and online social constructs.
+ Mentored interns.
+ Regularly attended and spoke at conferences (CHI, DIS and Lotusphere) and visited universities (MIT, NYU, ITP, CMU, Royal College of Art and Design) to stay up to date on innovative breakthroughs and new thinking in interaction design and social computing.

Interim Architect

Hammel Green Abrahamson Architects (HGA), Jan. 2000 - July 2000

Skills: Auto CAD, sketching, conceptual development, construction drawings, door schedules, basic building codes, presentation prep

+ Assisted with all phases of design for HGA's corporate architecture team, including clients like ADC Telecommunications and Target Headquarters.

MOST RECENT CERTIFICATES & INVOLVEMENT

+ Mayo Clinic Quality Certification: Bronze and Silver
+ Service Design Network member *2023-24*
+ Fountain Institute member *2023-24*
+ Thesis Committee Advisor *2024*
+ HSPI conference presenter *2023*
+ Threshold Arts Board of Directors *2019*
+ Design Thinking Workshops throughout midwest to prep 'Assistive Technology' innovation submissions for DMC, LLC's entrepreneur campaign *2018*
+ UMR student intern organizer, Exploring a Speculative Design process for AI in healthcare *2018*
+ Transform Conference (Mayo Clinic) workshop co-leader *2017*
+ Empathy Conference (Cleveland Clinic) workshop co-leader *2017*