

Tracee Vetting Wolf

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EXPERTISE

Versatile and strategic-minded senior service design professional with a proven track record of solving ambiguous, human-centric problems, aspiring to leverage expertise in a role that shapes customer-centric strategic impact.

- + Service design
- + Human-centered design
- + User experience
- + Design thinking workshops
- + Cross functional collaboration
- + Qualitative resesarch
- + Qualitative analysis
- + User journeys
- + Service blueprints
- + Design & facilitate workshops
- + Listening sessions
- + Thinking styles & mental models
- + Storytelling
- + Design strategy, strategic thinker
- + Innovation

PROFESSIONAL EXPERIENCE

Service Designer III

Mayo Clinic, Feb. 2016 - present

Quality

Nov. 2023 - present

- + Facilitated cross-functional workshops to engage CSU College of Veterinary Medicine stakeholders from academics, research, and practice in co-creating a unified strategy that integrates educational, research, and clinical practice.
- + Initiated comprehensive comparative analyses on *personalization* and the *patient-as-consumer* perspective, pivotal in shaping relationship management frameworks.

Mayo Clinic International

Mar. 2020 - Nov. 2023

- + Spearheaded visioning for the International Patients Seen in the US (IPSIUS) program, leading to a 2030 enterprise vision enabling enterprise access for international patients. Included competitor interviews, patient listening sessions and a dozen staff 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 healthcare clients, including authoring facilitator guides and designing Mural templates.
- + Assessed and provided recommendations for improved patient experience at Mayo Clinic Healthcare in London leading to informed process improvement initiatives and passing CQC accreditation. Assessment included service blueprinting operational services, developing mental models and thinking styles of the patient experience.
- + Created monthly strategic reports delivering International financial and business information to the CEO.
- + Facilitated strategy sessions with international greenfield customers (Sri Lanka, Poland, Morocco), creating alignment between Mayo Clinic Global Consulting's services and customer's strategic needs.
- + Developed a strategic digital ecosystem of services and products for international Mayo Clinic Care Network Members. Included surveys, interviews, listening sessions and wireframe validation of key concepts.
- + Gathered patient feedback for Mayo Clinic's first ever international video visit process during Covid.

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 and leading to a published paper.

Lead User Experience Designer*IBM, Sept. 2006 - July 2013*

- + Led UX design for IBM's first telephony product (Sametime Unified Telephony).
- + Designed audio/video and telephony integrations across IBM's realtime collaboration software products (Sametime).
- + Presented IBM's new audio/video and telephony experiences to customers annually at the Lotusphere conference.
- + Identified testing needs with a UX researcher and occasionally conducted end user testing.

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

- + 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 on social computing concepts, user-centered design, and user experience design.
- + 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.

EDUCATION**Masters of Architecture**, University of Minnesota, 2000**Bachelor of Science, Applied Design & Visual Communication**, University of Minnesota, Magna Cum Laude, Dean's List, Student Athlete, Big Ten Champion, 1991**CERTIFICATIONS**

- + Mayo Clinic Quality Certification: Bronze and Silver

PROFESSIONAL ACTIVITIES

- + Thesis Committee Advisor 2024
- + Member of the Service Design Network and Fountain Institute 2023-24
- + HSPI conference presenter 2023
- + Threshold Arts Board of Directors 2019

TEACHING

- + Cornell Univ lecturer 2017, 2018, 2020
- + Design Thinking Workshops throughout midwest to prep 'Assistive Technology' innovation applicants for Destination Medical Center, 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