

TARA MULLANEY

UX • DESIGN • RESEARCH

I have 8 years of experience working as a design researcher and UX designer within healthcare. My work process involves using qualitative, quantitative, and design methods to conduct human-centered research and analysis, synthesizing research findings into rich insights, and designing engaging, relevant user experiences. I specialize in storytelling; communicating research and design through grounded and compelling scenarios.



EXPERIENCE

Senior Design Researcher

Veryday, McKinsey & Company | Stockholm, Sweden | July 2016 - Current

Member of the Healthcare team, working primarily with MedTech, PharmaCo, and health service sector clients. Responsible for leading the research workstream on projects, planning and conducting research, as well as analyzing and communicating the research findings. Recent project experiences include designing a piece of life supporting medical equipment for the OR, designing a patient diagnostic device and ecosystem, and building a best-in-class prescriber journey. Additional experiences include creating a set of capability building training materials and conducting training sessions for clients on topics ranging from *Insight Generation* to *User-centered Innovation*.

UX Research and Design Intern

Elekta | Sunnyvale, CA | October 2014 - April 2015

Developed a software concept within the company's product ecosystem, using insights gained through patient- and provider-centered design research, building upon Elekta's software vision of patient-centered cancer care. Synthesized findings through personas, scenarios, and ecosystem diagrams. Created sketches, wireframes, and interactive prototypes for concept testing.

Design Researcher

Umeå Institute of Design | Umeå, Sweden | September 2010 - March 2016

Conducted extensive research into the cancer patient experience of radiotherapy. Structured and implemented qualitative and quantitative studies, and worked in close collaboration with the radiotherapy care teams at three Swedish hospitals to develop designs aimed at decreasing patient anxiety during treatment.

www.thinkingbeyondthecure.com

Lecturer in Interaction Design

Umeå Institute of Design | Umeå, Sweden | September 2010 - June 2016

Taught classes in Service Design and Experience Design. Instructed students in design research and co-creation methods, experience prototyping, and guided them through research, ideation, and design development. Advisor to 12 MFA thesis students.

Strategy Intern

Wishful Thinking | Highland Park, IL | September 2009 - May 2010

Facilitated new product development and strategy workshops. Key activities involved collecting consumer insights, field research, trend analysis, concept development, and carving out new platforms for innovation and growth.

EDUCATION

Umeå Institute of Design | PhD in Design | 2010 - 2016

School of the Art Institute of Chicago | Master of Design | 2009

Stanford University | Master of Science, Cancer Biology | 2004

Massachusetts Institute of Technology | Dual Bachelors of Science, Social Anthropology and Biology | 2002

SKILLS

Research

- Ethnographic Fieldwork
- Interviewing
- Design Probes
- Questionnaires
- Focus Groups
- Co-creation Workshops

Analysis & Synthesis

- Thematic Analysis
- Statistical Analysis
- Service Blueprints
- Journey/experience Maps
- Personas and Scenarios
- Storyboards
- Future Experience Maps

UX

- User Stories
- Use Cases
- Wireframing
- Cognitive Walkthrough
- Usability Testing

Software

- Sketch, InVision
- Adobe: Ai, ID, Ps
- Microsoft Office
- SPSS

Professional

- Public speaking
- Academic writing
- Project management
- Mentoring
- Workshop facilitation
- Capability building

Personal

- US Citizen
- Permanent Resident of Sweden

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