

Jacquelyn Brioux

Canadian and U.S. Citizen

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I bring a unique blend of expertise in product and service design with a focus on helping product teams deliver more consistent and human-centered end-to-end experiences using cross-functional collaboration and co-creation.

0.1 HIGHLIGHTS

PROFESSIONAL

Developed and delivered a 90-minute *Introduction to Service Design Thinking and Doing* workshop at two major design conferences and two internal conferences at Shopify.

Worked closely with our campus recruiting team at Capital One to establish a new Design Development Program (DDP) for interns and recent college graduates.

Delivered a TED-style talk in front of 400 colleagues at Capital One headquarters about money and happiness. Later invited to take the talk on the road and deliver it at several ivy league universities around the country.

Featured guest on three podcasts about technology and design, most notably, *The Service Design Show*.

Featured design industry panelist for graduate students at the School of Design, Carnegie Mellon University.

ACADEMIC

Graduated *Summa Cum Laude* with a Bachelor of Arts (Honors) in Communication Studies with concentrations in critical technology and cultural policy from York University.

Received an A+ for my 86-paged honors thesis entitled, *A Human-Centered Design Solution to the Education-Jobs Gap*.

One of three students accepted into the inaugural cohort of a new professional doctoral program in transition design (D.Des) at Carnegie Mellon University.

0.2 EDUCATION

2016 D.DES TRANSITION DESIGN

2017 Carnegie Mellon University — 72 credits completed in Pittsburgh, PA, USA

2002 B.A. ENGLISH

2005 University of Guelph in Guelph, ON, Canada

2011 B.A HONORS, COMMUNICATION STUDIES

2014 York University, *Summa Cum Laude* in Toronto, ON, Canada

WORK EXPERIENCE

2018 SERVICE DESIGN MANAGER

2020 **Shopify — Commerce**
in *Ottawa, ON (Remote)*

First service design hire at Shopify, focused on helping the organization adopt a more human-centered, systems-oriented, and data-informed approach to customer, partner, and employee experience. I focused on building cross-functional relationships, facilitating workshops, moderating panels, delivering presentations, and co-creating practical materials to help implement service design at scale within a hyper-growth tech company. Managed two direct reports and coached more than two dozen employees seeking to incorporate service design methods in their product design and service delivery practice.

2016 SERVICE DESIGN MANAGER

2018 **Fannie Mae — Financial Services**
in *Washington, D.C.*

Started the first in-house service design practice at Fannie Mae, attracting top talent with an authentic approach to relationship building and people management. Showcased our team's work with the Board of Directors and C-Suite executives, which earned a \$4M investment to apply service design to affordable housing initiatives. Led the strategic direction for the most comprehensive set of customer personas and journey maps to be created for the organization, as well as the first system map detailing the entire primary and secondary mortgage market ecosystem. Managed eight direct reports and oversaw the work of six external consultants.

2014 DESIGN MANAGER

2016 **Capital One — Financial Services**
in *McLean, VA*

Research lead for incorporating a financial well-being scale (collaboration with the CFPB) into the new money coaching program and user research for a new high net worth credit card offering (Savor). Design lead for a shared finances iOS and Android app (Jungo), visualizing spend in a new conversational user interface (Eno), dynamic credit card application, balance transfer, and interest eraser features for Web and iOS. Campus recruiting lead for design. Managed four direct reports.

2013 PRODUCT DESIGNER

2014 **Uberflip — Content Marketing**
in *Toronto, ON*

Design lead for B2B content marketing Web app—research, synthesis, ideation, prototyping, testing, and visual design. Established the first design system for our Content Hub.

2012 COMMUNICATIONS MANAGER

2013 **Foundation Assisting Canadian Talent on Recordings**
— *Music in Toronto, ON*

Communications and stakeholder relations officer for a private non-profit organization administering nearly \$20M in funding for the Canadian independent music industry. Web design and content development for our new public website and application system.

2012 CULTURAL POLICY RESEARCH INTERN

2012 **Canadian Independent Music Association — Music**
in *Toronto, ON*

Music industry research and policy analysis for the independent sector of the Canadian music industry. Responsible for policy brief writing, statistical analysis, and keynote presentations.

2009 HEAD OF MUSIC LICENSING

2012 **Core Music Agency — Film and Music**
in *Vancouver, BC*

Represented a roster of film and television composers and recording artists for original score, songs, and sync licensing. Developed new original score, original song, and sync licensing leads, conducted production research, compiled targeted demos, drafted cover letters, reviewed contracts, negotiated licensing fees and assignment of publishing rights. Collaborated on the strategic vision and marketing collateral for the company rebrand. Conducted competitive analysis, surveys, facilitated ideation sessions, drafted website copy, acted as webmaster, managed marketing strategy and collateral.

SKILLS

LEADERSHIP SKILLS

Communication, relationship building, strategic planning, public speaking, people management, employee engagement, campus and professional recruiting, education and mentorship, training, performance evaluations, cross-functional collaboration.

TECHNICAL SKILLS

Digital design, visualizing complexity, research operations, data mapping, communications strategy, impact assessment, content development, information system management, audio and video editing, digital photography, multimedia storytelling.

TOOLS

Sketch, Figma, Zeplin, Miro, Mural, Whimsical, XMind, InVision, Photoshop, Illustrator, Keynote, Slack, Trello, Asana, G Suite, Microsoft Office 365, QuickTime, SPSS, Evernote, Taleo, Workday, Garageband, Squarespace, Mac OS, Windows OS, Chrome OS.

PROFESSIONAL DEVELOPMENT

EXECUTIVE EDUCATION

Positive Leadership Certificate, *George Mason University*

CONFERENCES AND WORKSHOPS

2020 Service Design Global Conference—Remote
2019 X4 Experience Management Summit—Salt Lake City
2018 Canadian Service Design Conference—*Toronto*
2017 Service Design Global Conference—*Madrid*
2016 Relating Systems Thinking and Design—*Toronto*
2015 Service Experience Conference—*San Francisco*
2015 UX Week—*San Francisco*
2015 99U—*New York*
2014/2015 ModevUX—*Washington*
2013 CFYB Big Idea Labs—*Toronto*
2013 CMW Digital Media Summit—*Toronto*
2012/2013 NXNE Interactive—*Toronto*

0.6 VOLUNTEER EXPERIENCE

2016 2016 U.S. ELECTION VOLUNTEER

2016 Democratic Party of Virginia — *Politics*
in *Alexandria, VA*

Canvased to ensure residents were registered to vote and to ensure voters knew when, where, and how to vote in the 2016 election.

2014 WORKSHOP LEADER & INSTRUCTOR

2014 Girls Rock! D.C. — *Community Music*
in *Washington, DC*

Guitar instruction and coaching. Facilitated a one-hour workshop on the history of women in music during the first Ladies Rock Camp.

2008 PALLIATIVE CARE VOLUNTEER

2009 Vancouver General Hospital — *Medical*
in *Vancouver, BC*

Provided support through conversations, companionship, outings, and other activities for palliative care patients and their families. Received extensive palliative care training from VGH prior to volunteering.

2009 STAGE CREW VOLUNTEER

2009 Vancouver Folk Festival — *Music*
in *Vancouver, BC*

Assisted with technical setup and stage operations for the world music performance stage during the folk festival.

2007 CO-COORDINATOR

2009 Vancouver Outdoor Club for Women — *Community*
in *Vancouver, BC*

Executive member responsible for programming outdoor activities each month. Co-led monthly meetings and encouraged engagement.

2005 VOLUNTEER

2005 Toronto International Film Festival — *Film*
in *Toronto, ON*

Assisted with the distribution of marketing and promotion materials for the 2005 Toronto International Film Festival (TIFF).

0.7 RECOMMENDATIONS

JOSEPH KIM, SERVICE DESIGNER @ SHOPIFY (DIRECT REPORT)

Couldn't have asked for a better lead! Thank you so much for your mentorship and inspiring all of us to be impactful service designers.

ISABEAU KORYLAK, SERVICE DESIGNER @ SHOPIFY (DIRECT REPORT)

Learning from you has truly been one of the highlights of my career and I cannot wait to see what you do next because I know that, not only will it be impactful, you will truly improve the lives of the people you work with the way you did ours. You are a truly special person and deserve a wonderful, beautiful adventure.

BOBBY KWAN, SENIOR SERVICE DESIGNER @ FANNIE MAE (DIRECT REPORT)

It has been an absolute pleasure working with you over the last year. I sincerely appreciate your patience and kindness, and your mentorship as I developed on the design team. You are truly a unique individual who has so much to offer any organization lucky enough to have you.

DELANIE RICKETTS, SENIOR SERVICE DESIGNER @ FANNIE MAE (DIRECT REPORT)

Thank you so much for all of the advice, support, and laughs you've given me over the past year. I have learned so much about service design, organization design, team building, and leadership from you. I have also learned, and continue to learn, so much from the incredibly bright team you have built and its collectively diverse experience and intelligence. I feel lucky to be able to go to work every day with such smart, warm-hearted colleagues—thank you for everything you did to bring us together. Your mentorship has meant a lot to me and I hope it can continue.

BLAKE DAY, RECRUITER @ SPOTIFY (FORMERLY CAPITAL ONE)

Jacquelyn was integral in creating a new entry-level Design Development Program at Capital One, wherein we hire interns and associates looking to gain broad, generalist experience in the design space. She put together a vast array of documentation and shaped what an ideal candidate for the group would look like. The program has since taken off, and as a direct result of her efforts we have hired a dozen full-time and half-a-dozen interns for our first-ever season, all of whom hail from top design programs and universities across the country.

0.8 LINKS

<https://www.jacquelyn Brioux.com>

<https://www.linkedin.com/in/jacquelyn Brioux>

<https://noti.st/jacquelyn Brioux>