KATE HODGES

DESIGN RESEARCH & STRATEGY

Hi, I'm Kate. I'm a Design Researcher focused on understanding behavior and motivations to inform and drive business outcomes. I currently work on a small service design team in a complex domain where I'm entrusted with a large amount of autonomy and responsibility. I continue to expand my research and service design skills, and continuously drive business and customer outcomes through asking the right questions and turning research into action.

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IBM Portfolio *(confidential)*

EXPERIENCE

Design Researcher, **IBM**   AUG 2019 - PRESENT

During my time at IBM, I've worked on a service design team focused on understanding and informing the IBM Support customer experience. My projects span across IBM's support experience and holistic technical content offerings such as Documentation, Training, Technotes, Support Forums, and more.

Design Research Intern, **DRAWN**   JUL 2018 - JUL 2019

I supported the team on projects including an electric vehicle subscription and an eco-conscious habit-building platform for corporations. I created research plans, conducted in-person and remote studies, and helped with synthesis and playbacks. I also assisted with UX/UI designs, wireframing, and prototyping.

Design Participant & Winner, **TECH & EARLY ED INCUBATOR**   DEC 2018

I participated in a two-day incubator to develop technological innovations for addressing gaps in early education. I was on the winning team that created an AR app for experiential classroom learning. I ran competitive research, helped with prototyping, pitch creation, and delivery to a panel of judges.

Design Participant, **HACK ATX**   JUL 2018

During a two-day hackathon, I joined a team of designers and developers to build a platform for Pulse of Austin, intending to simplify and democratize the accessibility of information about local government to help increase Austinite's involvement in their local government affairs.

Jobseeker Services, **WORKMONGER**   AUG 2017 - JAN 2018

In my role as a customer service representative for jobseekers in Austin education, I answered customer questions, assisted with job-matching, and managed the company website, marketing campaigns, and social media platforms. I also ran usability tests in preparation for the online profile platform launch.

Research Assistant, **SIMILARITY & COGNITION LAB**   JAN 2017 - MAY 2017

As part of Dr. Art Markman's cognitive psychology lab at the University of Texas at Austin, I ran participants through experimental trials and recorded and analyzed data. I helped with the design of an experimental study on impulsivity, decision making, delayed discounting, and the need for cognitive closure.

Architecture Intern, **LOONEY & ASSOCIATES**   MAY 2014 - AUG 2014

As an intern, I assisted architects and interior designers at a company dedicated to designing global high-end hotels. I shadowed designers, managed the sample library, and helped brainstorm and create concept boards for client presentations.

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN

Psychology B.A., Spanish Minor
Fall 2015 - Spring 2019

Design Strategies Certificate
Spring 2017 - Spring 2019

McCombs Business Certificate
Fall 2015 - Spring 2019

Graduated with university honors
2015, 2016, 2017, 2018, 2019

SKILLS

Design Research
Exploratory, strategic, operational & tactical methods

Facilitation
Co-creation; Navigation of complex group dynamics

System and Service Design
Holistic design for people, process, and platform; Blueprints; System Mapping