Emily Tooker

Product & Service Designer | Strategy | UX Research | AI & Accessibility

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Product and Service Designer with 7+ years of experience applying systems thinking, research, and strategy to solve complex business problems. Skilled in designing AI-enhanced, user-centered solutions across healthcare, education, and industrial systems. With a background in computation arts and service design, I bring a blend of technical literacy, creative thinking, and cross-functional collaboration that enables me to bridge business goals with thoughtful, actionable design outcomes – from early strategy through delivery.

SKILLS

SERVICE DESIGN & STRATEGY: Journey mapping, service blueprinting, ecosystem mapping, systems thinking, co-creation, process design, stakeholder alignment.
UX RESEARCH & TESTING: User interviews, usability testing, workshops, prototype validation, iterative testing cycles, accessibility research.
PRODUCT & UI DESIGN: Figma, wireframing, low-/high-fidelity prototyping, interface refinement, Adobe CS.
AI & EMERGING TECHNOLOGIES: AI-enhanced UX, automation, accessibility optimization, ML concepts.
TECHNICAL LITERACY & HANDOFF: HTML, CSS, JS (developer collaboration), Blender, technical documentation.
COLLABORATION & COMMUNICATION: Cross-functional facilitation, stakeholder engagement.
LANGUAGES: English (native), French (fluent), Italian (intermediate).

EXPERIENCE

EERS Global   **Montréal, Québec**
Human Interface Product Designer   *October 2019 – Present*
- Built process models and business architecture for scalable solutions in tech-driven environments.
- **Led UX design for a Fortune 500 communications product**, improving efficiency and reducing cognitive load in hazardous environments.
- Aligned design solutions with long-term business goals through cross-functional stakeholder collaboration.
- **Led user research mapping end to end experiences of patient, caregiver, and hospital for medical procedures**, defining user journeys to inform the medical product design and integration into hospitals.
- Collaborated with engineers on UX optimization in human trial research studies for industrial and medical applications.
- Created and conducted usability tests for multiple testing platforms and prototypes throughout R&D phases, refining product decisions based on insights.
- **Designed and developed interactive and scalable employee cataloguing system** and data visualizations for EERS and research chair CRITIAS, supporting presentations for universities, government, and licensees.
- Created instructional resources and interactive training materials for Fortune 500 client presentations.

OBLO   **Milan, Lombardy**
Service Design Intern   *September 2023 – March 2024*
- Designed and delivered two international service design projects – a product-service system for home appliances and a strategic education initiative.
- Led co-design workshops, stakeholder interviews, and journey mapping to align physical and digital touchpoints with user needs.
- Created prototypes and service blueprints to visualize improvements and align teams around implementation strategies.
- Collaborated with business leaders to shape a tailor-made educational offering focused on business growth, cross-cultural usability, and operational alignment.
- Applied service design methodologies to identify opportunities, guide iterations, and align strategic decisions across both projects.

FROG   **Brooklyn, New York**
Visual Design Intern   *July 2018 – August 2018*
- Collaborated on a high-profile product innovation project, contributing to user research, packaging, branding, and visual design.
- Co-developed and co-facilitated a future-casting workshop for a major banking client to help envision next-generation financial services.
- Created strategic visual assets using Adobe Creative Suite to support concept development and stakeholder communication.

EDUCATION

POLITECNICO DI MILANO   **Milan, Lombardy**
Specializing Master in Service Design   *2023 – 2024*
110, *cum laude*
Thesis: Designed a modular educational service for students with hearing loss - combining spatial adaptations, teacher training, and a digital platform - tailored to diverse classroom contexts and scalable across school systems.
Key coursework: Service design tools, systemic design, inclusive design, design ethnography, trend research, business strategy & planning, data analysis & visualization, digital communication, emerging technologies (IoT, AI, Blockchain), behavioural design, interaction design & UX prototyping, circular economy.

CONCORDIA UNIVERSITY   **Montréal, Québec**
Bachelor of Fine Arts, Specialization in Computation Arts *2015 – 2019*
GPA 3.55, *With Distinction*
Key coursework: Interaction design, programming, game design and development, tangible media (electronics, sensors, and physical computing), computational media (real-time graphics, video, and sound).

CERTIFICATIONS

INTERACTION DESIGN FOUNDATION   **Remote**
AI for Designers   *April 2025*
Explored the intersection of AI and design, focusing on how artificial intelligence can enhance UX, automate design processes, and create more intuitive user experiences.

AWARDS & ACHIEVEMENTS

- Master's thesis project (HearUs Classroom Solutions), selected to represent Politecnico di Milano's Service Design program at Milan Design Week - ***the first project in 10 years to be featured from the program***
- Canadian Ski Instructor Association Level 1 Instructor & Level 1 Coach
- National Swim Instructor, First Aid and CPR, Certified Canadian National Lifeguard
- La Palette Art Studio and Art Gallery (10 years of Art Training)
- Montreal Regional Science Fair Gold Medalist, Hydro Quebec Chemistry Award

PERSONAL INTERESTS

Ski racing, painting, piano, music, interior design.