

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 actionable design outcomes - from early strategy to implementation.

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

- Developed 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.
- Designed 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.
- Designed instructional resources and interactive training materials used in 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 tech product line for a high-profile client, contributing to user research, package design, branding, and visual design solutions.
- Developed workshop for a large banking client using techniques like “future-casting” to help the client conceptualize and shape a new generation of financial services.
- Designed graphical elements using Adobe Creative Suite to help clients envision product concepts.

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 the service design faculty of Politecnico di Milano in 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.