

Emily Tooker

Product & Service Designer | UX Research | AI & Accessibility

Service and UX designer with 7+ years of experience designing AI-enhanced, user-centered solutions across healthcare, education, and industrial tech. Skilled in journey mapping, co-design, service blueprints, and complex system workflows. Background in science and art brings a balance of research-driven strategy and creative problem solving.

emilytooker@icloud.com

+1 (438) 454-9888

emilytooker.ca

Montréal

SKILLS & EXPERTISE

- Service & Product Design: UX research, journey mapping, service blueprinting, interaction design, usability testing
- AI & Emerging Tech: AI-driven UX, machine learning, accessibility optimization, automation
- Design Strategy & Systems Thinking: Process optimization, scalable service models, ecosystem mapping
- Prototyping & UI Design: Figma, Adobe Creative Suite, wireframing, low/high-fidelity prototyping, interface refinement
- Collaboration & Technical Skills: Stakeholder alignment, co-design, HTML, CSS, JS (handoff), Blender
- Languages: English (native), French (fluent), Italian (intermediate)

EXPERIENCE

Service Design Intern | Oblo

September 2023 - March 2024 - 6 months, Milan, MI

- Researched, designed, and delivered the service experience for a home appliance product/service system for international clients, following a rigorous design process: desk research, interviews, prototyping, testing, and iteration.
- Led service and UX design discovery sessions, identifying pain points and improving user workflows for global clients.
- Coordinated service design projects, applying principles, techniques, and methodologies to assess the current state and identify opportunities for service improvement.

UX/UI Human Factors Product Designer | EERS Global

October 2019 - Present - 6 years, Montréal, QC

- Developed business architecture and process models, contributing to scalable solutions for tech-driven organizations.
- Led UX design for a Fortune 500 handheld communications product, improving efficiency and reducing cognitive load, contributing to adoption in hazardous environments.
- Led user research mapping the end to end experiences of patient, caregiver, and hospital for medical procedures, defining user journeys to inform the medical product design and subsequent 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.
- Created instructional materials and interactive documents for Fortune 500 presentations.

Design Intern | frog

July 2018 - August 2018 - 2 months, Brooklyn, NY

- 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 & CERTIFICATIONS

AI for Designers | Interaction Design Foundation

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.

Master of Service Design, *cum laude* | Politecnico di Milano

2023 - 2024, Milan, MI

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.

Bachelor of Fine Arts (Specialization in Computation Arts), *with distinction* | Concordia University

2015 - 2019, Montréal, QC

Key coursework: Interaction design, programming, game design and development, tangible media (electronics, sensors, and physical computing), computational media (real-time graphics, video, and sound).

INTERESTS

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

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