

# Emily M. O'Brien

Sep 2022-Sep 2023  
Eindhoven, NL

## Lead Product & Service Designer

GoodHabitz

Led the UX design and research team to create more effective and collaborative ways of working across the org. Mapped out customer journeys, a service blueprint and internal data systems to identify key opportunities. Owned a product segment and worked within a team of developers, researchers, and coaches to build solutions. Worked directly with the C-Level to define product vision & roadmaps.

Aug 2018-Mar 2022  
Portland, OR

## Senior Interaction & Service Designer

Ziba Design

Led multi-disciplinary projects and teams incorporating customer research & ethnography, UX and experience design, service, strategy and more. Worked directly with Fortune 500 clients to solve for the future of their businesses. Mentored incoming Junior designers and researchers.

Aug 2016-Current  
various

## UX Design & Research Consultant

Freelance

Worked directly with clients on cross-discipline projects in both the UX and Service design space. Designed & held ethnographic interviews with audiences around the world and created UX recommendations and business strategy based on gathered insights.

Aug 2017-Aug 2018  
Boston, MA

## Product Owner

Wizio

Created and executed a direction for the Wizio product suite using UX best practices. Included development & design for new pages, user testing, project management, and market strategy.

Jan-Aug 2016  
Boston, MA

## Junior Designer

Sosolimited

Worked with clients to create interactive and immersive experiences on a wide variety of media platforms. Worked within spaces and 3D installations.

## CONTACT

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www.emilymobrien.com

I currently live in the Netherlands but I am moving back to the beautiful PNW in November 2023

## EDUCATION

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Northeastern University

BFA in Interaction Design  
Minor in Art History  
Graduated 2017 Suma Cum Laude

## REFERENCES

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Andrea Lewis  
Director of UX, GoodHabitz  
andrealewis@goodhabitiz.com

Chelsea Vandiver  
Group Creative Director, Grady Britton  
chelseav@gradybritton.com

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VP Experience Strategy, Material  
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