

# pamela steiner - design strategist

**Summary** I specialize in Experience Design across all touchpoints and mediums - understanding the customer, client, and user experience at multiple scales and how insights can bring about design solutions that are both meaningful and impactful.

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**Education** **Service Design Certification Course**, April 2018  
**California College of the Arts**, San Francisco, CA  
MBA in Design Strategy, May 2014  
**Archeworks**, Chicago, IL  
Alternative Design School - Public Interest Design, May 2006  
**The School of the Art Institute of Chicago**, Chicago, IL  
Bachelor of Interior Architecture, May 2005

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**Work Experience** **Perkins+Will - Branded Environments**, Chicago, IL  
Developing strategic brand opportunities for clients thru 2 & 3 dimensional experiences.  
**Associate, Branded Environments Designer**, October 2008 - present

**PRIMARY ROLE:**

- Develop brand strategy & positioning, design research & strategy, place-making & storytelling narratives, branded environments design solutions, signage & wayfinding strategy.

**RESEARCH / STRATEGY / DESIGN**

- Primary research experience: street intercepts, one-on-one interviews, survey & questionnaire writing, situational experiments, & direct observation.
- Facilitate client visioning & strategy sessions, develop insights, craft early phase design-direction
- Primary & secondary research to understand: client history, past & future trends, user needs, site analysis, competitors, emerging technologies, regulatory requirements, opportunity spaces, & brand perception.
- Initiate, develop, organize, present, & implement early-stage research & strategy deliverables, and develop & present final design solutions to broader design teams and clients.
- Manage client relationships throughout design process to ensure alignment with client goals & outcomes.
- Manage & mentor junior staff to develop & coordinate deliverables, working closely with project managers.
- Craft written reports documenting outcomes, processes, & client experience: white papers, blog posts, & internal communications
- Projects ranging in: higher-education, K-12, corporate headquarters, innovation & incubator centers, consumer financial services, consumer retail environments, new product positioning for architecture markets, urban reuse, green infrastructure, aviation & transportation, civic and museum work.
- Chicago-Office leader for internal "Innovation Incubator" program: facilitate & promote individual innovation grants for company-funded research projects by P+W employees

**The School of the Art Institute of Chicago**, Chicago, IL  
**Instructor**, August 2009 - December 2009

- Introduction to ideas & concepts of designing experiences within the built environment

**Liederbach and Graham Architects**, Chicago, IL  
**Intern Architect**, August 2006 - June 2008

- Intern architect in high-end residential design & construction of custom single family homes.
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**Software+Skills**

- Service design + experience design
- Design research & strategy, qualitative user experience research
- Adobe Creative Suite - Photoshop, Illustrator, Indesign
- Proto.io, Adobe XD, Sketch
- Prototyping of physical products, experiences, & spaces
- Customer journey mapping, service mapping, business model canvas
- Design thinking & human centered design methodologies