

MONICA MIRA BORDOLOI

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Curious and energetic user experience researcher, strategist and service designer skilled at balancing creative design research techniques with rigor to yield insights that inspire vision and drive evidence-based design decisions among cross-functional teams. My multidisciplinary background spans the design, technology, enterprise, consumer, corporate, nonprofit, civic, health, education and entertainment sectors with perspective that is bottom-up and top-down— from the field and behind the scenes. I am passionate about deeply understanding people, systems, and contexts through an inclusive, trauma-informed lens to thoughtfully design human and organizational experiences.

PRACTICES

- **Design & Systems Thinking:** Advocate of equity and inclusion
- **Generative & Evaluative Design/User Research:** Foundational/generative, primary, secondary, exploratory, evaluative, research planning, question crafting, qualitative analysis and synthesis, insights, mindset/behavior personas, research reporting
- **Methods:** Landscape analysis, competitive analysis, emerging trends, heuristic evaluation, surveys, analytics, ethnographic field work, contextual inquiry, in-person/remote interviewing, card sorting, creative research methods, analogous experience
- **Concept Development:** Opportunity areas, co-creation and ideation, workshop facilitation, storyboarding, vision, strategy, concept evaluation and validation
- **Prototyping:** Lo-fi service prototyping, usability testing
- **Service Design:** Ecosystem mapping, experience/journey mapping, participatory design, product-service concepts, service blueprints, communication strategy
- **Collaboration:** Deep understanding of team dynamics and culture development, Nonviolent Communication (NVC) methods, giving and receiving feedback, interpersonal/group communication, stakeholder alignment, client management

EXPERIENCE

User Experience Researcher, Core UX

Google via Akraya

Feb 2022 – Present, Austin

- Lead internal foundational and evaluative research studies from end-to-end
- Collaborated cross-functionally with executives stakeholders, engineers, researchers, UX designers, writers, program and product managers to expedite core products and services across Google
- Facilitated a deep, nuanced, and actionable understanding of Googlers worldwide to shape the design of enterprise products

Independent Experience Research,

Design Strategy & Service Design

momibo.co

Oct 2013 – Present

- Research, design and connect human-centered and culturally relevant experiences to products, services, brands and multi-channel experiences
- Partnered with City of Austin's Homelessness Bloomberg Innovation Team on the research and design of resilience interventions for people experiencing homelessness, resulting in successful adoption and \$6.5M investment and implementation of a transitional civic storage program in 2020
- Awarded by the Association of Information Systems for published research on information design and healthcare information literacy, persuasion, and impact

Sr. Design Researcher & Service Designer

Global Design, Strategy & Innovation

IBM Consulting

IBM

Jan 2017 – Dec 2020, Austin

- Embedded enterprise-level human-centered design and behavioral design into IBM Consulting's organization to define and deliver scalable, solution-centered offerings, client strategies, customer and employee experiences, new products/platforms and outcome-based services

User Operations

Squarespace

Sept 2014 – Oct 2015, Portland

- Researched and developed relationships with creative artists, businesses, and local communities and invited them to share stories of impact
- Provided product specialist expertise and worked directly with a variety of partners to implement solutions through the lens of the creative platform

Design & Technology Content Manager
OpenSesame

June 2013 – June 2014, Portland

- Platform content specialist responsible for Design and Technology verticals at the largest B2B e-commerce platform for e-learning
- Grew and managed the Design and Technology content community and drove platform engagement via strategic planning, being a user advocate, and fielding insights towards UX and product development

Executive Aide to the Chief Creative & Global Communications Officer
(RED)

Aug 2011 – Jan 2013, Chicago

- Right hand to the Chief Creative & Global Communications Officer of the (RED)/(PRODUCT)RED collaborative brand and fundraising initiative for accessible healthcare and AIDS medication in Africa (\$350M raised, 70M impacted)
- Supported special projects including the Design & Innovation auction by Bono, Jony Ive & Marc Newson, Dance (RED) Save Lives (#1 on iTunes dance charts in 30+ countries), and annual World AIDS Day and (RED)Rush brand partner turnkey philanthropic events
- Conducted research, assisted creative strategy, drafted/edited artist, celebrity/influencer and partner/C-level executive communication assets

Certified Mobile Technician & Software Trainer
Apple

May 2008 – Aug 2011, Chicago

- Repaired thousands of relationships with the Apple brand, each face-to-face and all one-on-one, resulting in globally ranked individual NPS

Co-founder, Service Designer & Producer
Earphoria.fm

Nov 2008 – Jan 2011, Chicago

- Co-founded a music podcast and creative arts collective that produced documentary interviews and pop-up performances with major and independent musicians
- Drove adoption of an emerging social enterprise business model, B-Corp integration and L3C legislature

PUBLISHED RESEARCH

[Best Paper Award] *Bordoloi, M.; Powell, A.; and Bordoloi, B. (2016). "Information Complexity, Presentation Rhetoric and Message Impact: The Case of American Healthcare Reform Debate," Journal of the Midwest Association for Information Systems Vol. 2016: Iss. 1, Article 2.*

ORGANIZATIONS & PANELS

Hmnty Cntrd Community Member
The Insight Project for Kids Board of Directors
City of Austin i-Team Homelessness & Human-Centered Design Panelist
FutureEverything Production
Web 1.0 Conference Assistant Producer
XOXO Festival VR Assistant
Open Source Bridge Conferences Panel Session Chair
Startup Weekend Accessibility Launch Volunteer
Community Supported Everything Mentor
Techfest NW Production Volunteer

EDUCATION

Postgraduate Certificate, Traumatic Stress Studies

Trauma Research Foundation

M.A. Digital Experience Design (Distinction)

Hyper Island (Manchester, UK/Karlskrona, Sweden)
Teesside University (Manchester, UK)

B.A. Communication; Independent Studies
in Information Design Research

University of Illinois at Chicago