

Miranda Lapour

I'm a people person. I design methods to amplify voices, solve systemic problems & foster design maturity in cross-functional teams.

I believe a healthy team culture is foundational to success. My strength as a creative leader is prioritizing collaboration to influence product strategy and systems that center user experience. I have designed experiences in education, government, non-profit, and industrial applications. My tenacity and design skillset afford me the flexibility to adapt to new challenges.

Skillset

- Creative Leadership
- Service Design
- Product Strategy & Vision
- Mixed Method UX Research
- Change Management
- Workshop Facilitation
- Coaching & Mentorship
- System & Process Mapping
- Concept & Prototype Creation
- Storytelling
- Visual Communication

Education

Product Design & Social Innovation; BS, ArtCenter College of Design, grad. 2019

Advanced skill building courses:

- **Service Design Essentials**, Minneapolis College of Design, 2022
- **Becoming a UX Strategist**; Nielsen Norman Group, 2021
- **Intention Based Presentation Skills**; Pinnacle Performance, 2021
- **UX Principles for AR & VR**; NYU Emeritus, 2021
- **Innovation Models; Consumer Insights**; INSEAD International Business School, 2020

Work Experience

2020 - present

Lead UX Researcher & Strategist / Service Designer

3M; Minneapolis/Remote

User advocate setting groundwork to grow UX maturity of new software development team in 3M's Automotive Division. Users of SaaS product grew 10x after research & design integration into the cross-functional core team.

- Project management & UX strategy leadership
- Custom mixed method user research studies
- Mapping of services, ecosystems, & processes
- Co-creation activities with internal and external partners

2018, 2020-2021

Design Thinking Coach

INSEAD International Business School; Singapore/Remote

Coaching international business executives by translating design principles into business potential.

- Hands-on Design Thinking workshop facilitation
- Individual coaching sessions, conducted globally
- Content creation for lectures

2018

Design Thinking Coach

Jet Propulsion Laboratory/NASA; Pasadena, CA

Designed a series of brainstorming sessions to advance proposals within the Robotics & Manipulators group.

- Kick start design thinking within engineering division
- Customized workshop creation
- Distillation and visualization of technical concepts

2017-2018

Design Strategist / Service Designer

COANIQUEM Foundation; Santiago, Chile

Created strategic framework for nonprofit charity thrift stores focusing on sustainable practice, volunteer support, and media outreach helped to expand impact in Chile.

- Ethnographic and ergonomic research
- Collaborative, modular design strategy
- Iterative prototyping of services and products