DANA RAGOUZEOS

415.265.5257 • dana.ragouzeos@sjsu.edu • heyitsmedana.com

EDUCATION

California College of the Arts, San Francisco, CA; **Degree: MFA, Design;** *Thesis: The Form of Functional Care*
Smith College, Northampton, MA; **Degree: BA, Architecture and Urbanism***; Dean's list*

EXPERIENCE

Assistant Professor • San Jose State University, Design Department, San Jose, CA, 8/2022-present
Teaching Graphic, Industrial, and Interaction Design. Helping build new MDes program in Experience Design.

Design Director • Aspen Labs, San Francisco, CA/ Denver, CO 1/2021-present
Create and facilitate design workshops with staff and leadership at non-profit institutions across the country.
Clients include Center for Care Innovations, VHA, UMass, Kaiser Permanente, St. Joseph's Health.

Assistant Professor • California College of the Arts, Interaction Design Program, SF, 1/2018-8/2022
Adjunct II 1/2018-12/21, Classes taught: Mapping Information, Story, Design Research, Foundations

Lecturer • California State University East Bay, Department of Art, Hayward, CA, 1/2020-present
Classes taught: Information Design, History of Play & Games, Visual Storytelling, Mapping Information

Designer and Researcher • Dana Ragouzeos Design & Research, San Francisco, CA, 1/2019-present
Partner with (primarily) healthcare organizations on design research, service design, and UX design projects.
Clients include: Kaiser Permanente, Alto Pharmacy, UCSF

Lecturer • UC Berkeley, Depts of Public Health & Engineering, Berkeley, CA, 8/2020-12/21
Classes taught: Fung Fellowship Studio on Design, Health, and Technology

Design Strategy Lead • UCSF School of Medicine, Design & Discovery Team, SF, CA, 8/2016-1/19
Identified and scoped design/technology projects. Led UX design projects through primary research,
prototyping, design, agile development, and implementation. Determined and deployed metrics definition
and data analytics. Managed client relationships. Promoted work through publications and public speaking.

Design Lead • Kaiser Permanente Innovation Consultancy, Oakland, CA, 4/2012-8/16
Led design and care delivery teams through all phases, including refining concepts in live care delivery settings
and spreading design solutions throughout multiple regions. Developed and delivered design trainings for
employees and leadership. Led internship program.

Senior Service Designer • Mayo Clinic Center for Innovation, Rochester, MN, 2/2010-3/12
Led research and design on large institutional projects with diverse stakeholders (providers, payors, care
teams, administrators, patients and families, local community). Co-created new service offerings with care
providers. Spread design practices throughout senior leadership.

UX Designer/Researcher (contract) • Adaptive Path, San Francisco, CA, 10/2009-2/10
Conducted ethnographic research with C-Level executives for large corporate web design. Translated primary
research into design guidelines through rigorous synthesis and co-creation.

Medical Anthropology Intern • UCSF Memory and Aging Center, San Francisco, CA 8/2008- 6/09
Initiated collaborative relationships with nurses doctors, and patients for ethnographic research with family
caregivers. Designed and produced narrative videos to educate and train providers, patients, and families.

Research Lead • Sasaki Associates, Watertown, MA, 1/2006-8/07
Led urban planning research. Co-produced firm's monograph with president.

Marketing Lead • Martha Schwartz Inc. / Sasaki Associates, Cambridge/Watertown, MA, 1/2004-12/05
Led marketing & design work. Led research for, co-taught seminar at Harvard GSD. Presented internationally.

Computer Skills: Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD, After Effects), Invision, Figma, Flourish
Languages: English, Native; Spanish, Basic conversational

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PUBLICATIONS

Form Follows Fun: Integrating Play and Games in Design Classrooms to Foster Inclusive Experimentation & Collaboration, IDSA Innovation Magazine, Winter, 2023 https://www.idsa.org/education-paper/form-follows-fun/

Patient and clinician perspectives on a patient facing dashboard that visualizes patient reported outcomes in rheumatoid arthritis, Health Expectations, Apr 9, 2020 https://onlinelibrary.wiley.com/doi/full/10.1111/hex.13057

"Am I OK?" using human centered design to empower rheumatoid arthritis patients through patient reported outcomes, Patient Education and Counseling, Oct 28, 2018 https://www.ncbi.nlm.nih.gov/pubmed/30446358

Empowering patients with their own data: a partnership between human-centered design and academic medical research, DMI ADMC Proceedings, July 23, 2018 (p. 1374) https://www.dmi.org/page/ADMC2018proceedings

The design of a low literacy decision aid about rheumatoid arthritis medications developed in three languages for use during the clinical encounter, BMC Medical Informatics and Decision-making, Nov 14, 2014 https://bmcmedinformdecismak.biomedcentral.com/articles/10.1186/s12911-014-0104-8

Mesa Arts Center, Topos Magazine, Fall 2005 https://d-nb.info/975631292/04

Noorderpark Antwerpen, Harvard Design Magazine, Fall, 2004

PRESENTATIONS

2023 Veterans Health Admin Boot Camp: Leading Innovation
2023 IDSA Int'l Design Conf: Form Follows Fun
2021 Smith College Exec. Ed: Inclusive Teaming
2020 Smith College Exec. Ed: Creative Leadership
2018 DMI Academic Design Management Conf.: Empowering Patients Through HCD
2018 Product Innovation Summit: Panel on Product Mangement
2018 UC Berkeley HCD Conference: Designing Health Care
2017 SF Design Week: Empowering Front Line Staff
2017 SF Service Design Network: Empowering Patients with their own Data
2016 UX Evolve: Design Through Empathy
2015 Kaiser Permanente Diversity Conference: Equitable Transgender Care and Coverage
2013 SXSW Interactive: The Future of Health Care
2011 IDSA International Conference: Design for Health Care
2011 Mayo Clinic Exec. Leadership Training: Applying HCD in Care Teams

AWARDS

2018 UCSF Sautter Award
2016 DMI Design Value Award
2011 Mayo Clinic Teamwork Award

CLASSES TAUGHT

2024 Spring: Advanced Graphic Design (Information Design), San Jose State University (SJSU)
2023-2024 Spring: Interaction Design, SJSU
2023 Fall: Design Research (Master's level), SJSU
2023 Spring: Digital Applications: Methods, SJSU
2022-2023 Fall: Digital Applications: Basics, SJSU
2022-2023 Fall: Process, SJSU
2022 Spring: Mapping Information, California College of the Arts (CCA)
2022 Spring: Information Design, California State University, East Bay (CSUEB)
2021 Fall: Learning by Design, CSUEB
2021 Spring: Mapping Information, CSUEB
2020-2021 Fall & Spring: Fung Fellowship Studio in Design, Health and Technology, UC Berkeley
2020 Fall: Visual Storytelling, CSUEB
2020-2021 Fall/Spring: History of Games and Play, CSUEB
2019 Fall: Foundations, CCA
2018-2020 Fall/Spring: Design, People, Society, CCA
2018 Summer: Story, CCA
2004 Fall: Value of Public Space, Harvard Graduate School of Design