

Isaac Jang

Human-Centered Designer

New York, NY | Chicago, IL | U.S. Citizen, open to relocation

isaac@isaacwjang.com | www.isaacwjang.com | www.linkedin.com/in/isaac-jang

Human-centered design researcher and strategist, with expertise in strategic visual communication and systems thinking. Combines rigorous user research methods with trans-disciplinary design approaches to navigate complex problem spaces, generate actionable insights, and prototype impactful solutions. Recent Master of Design graduate, exceptionally skilled in writing for diverse contexts.

EDUCATION

Master of Design (M.Des.) – Human Centered Design

Dec 2023

IIT Institute of Design

Selected coursework: Principles and Methods of User Research, Communication Design Workshop, Sustainable Solutions Workshop, Methods of Community Development

Certificate in Public Management

Dec 2023

IIT Stuart School of Business

12 credit hours of coursework in Organizational Behavior, Professional Ethics, Policy Evaluation, and Systems of Governance

Bachelor of Science (B.S.) – Interdisciplinary Studies

Dec 2019

Cornell University

Concentration in Human-Computer Interaction, Environmental Psychology, and Landscape Arch.
Minor in Psychology

WORK EXPERIENCE

Systems Design Researcher

May 2023 – July 2023

Food Systems Action Lab, Institute of Design

- Led a comprehensive literature review analyzing community-oriented systems design frameworks, identifying patterns and assessing relevancy to the lab's work.
- Synthesized systems frameworks & theories and visualized comparative metrics, establishing the lab's novel point of view on systems design.
- Authored key sections of publication draft, incorporating feedback from 3 senior researchers/practitioners. Received recognition for unique insights and clarity of writing.

Strategic Communication Designer

Jun 2022 – Aug 2022

University of Hawaii Community Design Center

- Designed and prototyped culturally-sensitive visual communication artifacts, ranging from large-format visual frameworks to website diagrams, working from previously-generated research insights and aligning with Native Hawaiian values.

- Expanded existing lo-fi concepts, created new informational diagrams and guides, and authored original written content, for the client group's internal education prototypes.
- Facilitated 2 design workshops and presented to client leadership representing a coalition of 6 client organizations, contributing to successful funding of the next project phase.
- Managed and mentored a student designer, establishing project timelines and standards.

SELECTED PROJECT

Re-thinking Systems of EV Charging

<https://www.isaacwjang.com/ev-charging>

15-week project identifying sustainable investments in infrastructure through systems thinking, opportunity exploration, and prototyping at multiple scales. Project partner: OMERS (public pension fund)

- Analyzed trends and futures reports, synthesized insights to reframe existing concepts and generate new infrastructure concepts and strategies.
- Prototyped system interactions at miniature and human scale, to explore stakeholder relationships and identify opportunities for reframing existing business models.
- Ideated and refined new infrastructure concepts and clarified business relationships.
- Led the visual design and layout of the final report; authored all written content.

SKILLS AND METHODS

Design Research: Interviews, Observations, Contextual Inquiry, Think-aloud sessions, Journey Mapping, Workshops, Usability Testing, Basic Statistical Analysis

Analysis and Synthesis: Interview Coding, Framework Development, Affinity Mapping, Thematic Analysis, Synthesis Frameworks, Stakeholder Mapping, Service Blueprints, Behavioral Design, Competitive Analysis, Storyboarding

Design & Communication: Visual Communication, Information Design, Diagrams, Writing, Physical prototyping, Research Reports, Presentation Design, Public Speaking

Analytical: Secondary Research, Literature Review, Policy Evaluation

TOOLS AND SOFTWARE

Research & Analysis: Miro, Mural, Figjam, SurveyMonkey, Google Forms, Zoom, Teams, Airtable

Design & Prototyping: Adobe Creative Suite, InDesign, Illustrator, Photoshop, Figma

Presentation & Communication: Microsoft Office, Powerpoint, Google Slides, Premiere Pro

AWARDS AND RECOGNITION

Core77 Design Awards 2024: Consumer Technology Award (Student Runner Up) & Transportation Award (Student Notable)

Project: Re-thinking Systems of EV Charging | <https://www.isaacwjang.com/ev-charging>

Knight Prize for Writing in the Majors, Nominee, 2019

Nominated for excellent writing and subject matter expertise in global controversies