SARAH MASON

RESEARCH / STRATEGY / DESIGN

CONTACT

sarah@sarahmason.design
919-228-9408
sarahmason.design
www.linkedin.com/in/sjmason2019

SKILLS

agile design
agile project management
applied anthropology
assumption testing
audience research
brand alignment
brand relevance
business development
business model canvas
business strategy
cloud consulting
co-design
communications
concept mapping
concept testing
consumer insights
contextual observation
corporate ethnography
cultural insights
culture alignment
customer journey mapping
data analysis
data interpretation
data mobilization
data visualization
design ethnography
design research
design thinking
design studios
digital transformation
ecosystem mapping
empathy mapping
employee engagement
employee insights

SUMMARY

- Skilled researcher with an interdisciplinary, human-centered approach to strategic thinking and design.
- Strong written and oral communicator with excellent interpersonal skills.
- Curious, articulate, sincere, passionate.
- Effective servant leader with the ability to track details in relationship to the big picture.
- Committed to keeping current with industry and disciplinary trends to develop new approaches and creative solutions.
- Goal-oriented and driven by a desire to learn, build relationships, and contribute to organizational success.
- Recognized as an inclusive and collaborative colleague.

EXPERIENCE

SENIOR STRATEGIST, SERVICE DESIGNER
SPARKTIVITY [RALEIGH, NC]
2017-PRESENT

EVP & DIRECTOR OF APPLIED ANTHROPOLOGY
SPARKTIVITY [RALEIGH, NC]
2013-2016

ASSOCIATE DIRECTOR, MEMBERSHIP & ADVANCEMENT
CAM RALEIGH [RALEIGH, NC]
2011-2013

CURATORIAL & EXHIBITIONS CONSULTANT
FREELANCE [RALEIGH, NC]
2010

CURATORIAL ASSISTANT
NEWSEUM [WASHINGTON, DC]
2007-2009

DIRECTOR OF OPERATIONS
FEDERATION OF AMERICAN SCIENTISTS [WASHINGTON, DC]
2002-2005

SARAH MASON

RESEARCH / STRATEGY / DESIGN

SKILLS, CONT'D

enterprise software design
ethnography
evaluative research
experience design
field research
generative research
group interviews
holistic research
human-centered design
in-depth interviews
innovation strategy
iterative design
journey mapping
leadership
management
market research & strategy
organizational alignment
participatory design
persona mapping
problem space research
process optimization
product strategy & design
project implementation
prototyping
qualitative research
quantitative research
research design
sensemaking
service blueprint
service design
solution development
stakeholder mapping
storytelling
strategic thinking
surveys
team development
thick data
usability testing
user advocacy
user insights
user research
value proposition design
workshop design & facilitation

EDUCATION

MA Museum Studies
George Washington University
Washington, DC

[Concentrations in Anthropology & Exhibition Development / Design]

BA Anthropology
Hamilton College
Clinton, NY

[Honors in Anthropology; Recipient of Alexander Hamilton Writing Award and Raphael Lemkin Essay Prize]

CERTIFICATIONS

Ethnographic Research Design & Innovation
EPIC Member Course
[EPIC People]

Certified Scrum Master
Agile Project Management
[Scrum Alliance]

DesignThinkers Bootcamp Amsterdam
Experiential Service Design
[DesignThinkers Academy]

DETAILS

Full professional profile: *linkedin.com/in/sjmason2019*

UX Portfolio: *sarahmason.design*

Additional work samples & references from clients, colleagues, and employers available on request.