

Woody MacDuffie

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I am passionate about what I design and believe that work should not be limited to a job title but be diverse and unexpected. I am always looking for challenges that allows to me learn and refine my skills as a designer.

Education

Masters of Science

Industrial Design with a focus in HCI and HCD

(2011 Presidential Graduate Award and Recipient of a Corzo Center Incubator Grant in 2010)

University of the Arts, 2011

Masters of Science

Mechanical Engineer with a focus on Biomechanics

University of Pennsylvania, 2007

Bachelor of Science

Mathematics and Mechanical Engineering

(Minor in Irish Studies)

Villanova University, 2005

Mentoring and Teaching

Prototyping and Usability

Certificate Program - School of Visual Concepts (2019)

Capstone mentor

HCD and MHCD - University of Washington (2017 - Current)

Usability class mentor

MHCD - University of Washington (2017 - Current)

Psychology of Human Computer Interaction

Undergraduate - University of the Arts (Fall of 2010)

Mechanics of Human Motion

Graduate - University of Pennsylvania (Spring of 2007)

Talks

UX Scotland 2019

Talk title: The biggest lie! The role of design in defining new "rules" for data privacy in the context of open science.

Mobile Health Research Technologies (MHRT) 2019 Workshop

Talk title: The value of creating a living Digital Health Design Manual as an open-sourced design library

Experience

Director of Design - Sage Bionetworks

Seattle, WA 09.2016 - Current

Helping reimagine the way biomedical science can become accessible for everyone including patients.

Led designs on My BP Lab (2018 Innovation by Design: Health, Honorable mention) and Journey PRO (2018 Interaction Awards Shortlist)

Co-founder - Thinkering

Pittsburgh, PA 05.2013 - 09.2017

Creating tools that helps people nurture and tend to their plants. Took 2nd place at the 2014 Steel City Codefest for an app for Planned Parenthood. Past clients: Clockwise Tees, Dirt Rag, mProve Health and Next Gauge.

Lead Product Designer - 98point6

Seattle, WA 09.2015 - 09.2016

Designing the next generation of Primary Care that is realigning the doctor patient relationship, built around a continuous dialog.

Senior Interaction Designer - Practice Fusion

Seattle, WA 02.2015 - 09.2015

Lead designer on products connecting the Practice Fusion EHR with insurance and coordinated care systems. Coordinating and designing the entire Practice fusion ecosystem in terms of responsive design.

Senior UX Designer - UPMC TDC

Pittsburgh, PA 08.2012 - 02.2015

A designer on the Convergence / Fluence product that helped transform the EHR into a patient-centric healthcare experience and assist clinicians in synthesizing overwhelming amounts of patient data.

Designed the Vamos project during a one day hack-a-thon. Vamos was the winner of the CIO Choice Award, \$20,000, during the UPMC Healtha-palooza.

Lead UX Designer - PHRQL

Pittsburgh, PA 03.2012 - 09.2012

Directed the UX and UI design. The Diabetes Eating App I designed won the 2013 Data Design Diabetes Innovation Challenge.

Founder and Director - Pedal Cooperative

Philadelphia, PA 09.2007 - 05.2010

Founder and Director of an award-winning (Best of Philly in 2009 and Philadelphia Hero Award in 2009) worker-run company that provided recycling and composting services to businesses in Philadelphia.