

# Claire Wescott

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Systems thinker and experience maker with a background in service design, themed entertainment, and industrial design who creates purposeful, human-centered solutions that connect strategy, storytelling, and design.

## Education

### Savannah College of Art and Design - Savannah, GA

BFA in Service Design, Minor in Themed Entertainment

Summa Cum Laude (May 2025)

SCAD Study Abroad: Experience Orlando (2024) / Lacoste, France (2023)

## Professional Experience

### Associate Strategist Intern

BarkleyOKRP - Health Innovations (January - April 2025)

- Contributed to Louisiana Blue's (BCBS) inaugural CX Vision to align strategy to serve ~2M members
- Co-facilitated 17 in-depth interviews with organizational leaders to gather insights and inform opportunities
- Designed on-site workshop framework for key stakeholders, including VP of Customer Experience and Director of Insights & Experience Design

### Assistant Project Manager & Presenter

SCADpro with Mayo Clinic (January - March 2023 | Specifications Under NDA)

- Reimagined patient experience across physical and digital touchpoints in the Mayo Clinic check-in process
- Co-managed a 17-person team, overseeing workflow, team structure, and coordination with team leads
- Researched medical and hospitality design standards to inform pre-consultation improvements
- Conducted interviews, storyboarded presentations, and delivered presentations to Mayo Clinic stakeholders

## Project Experience

### Researcher & Service Designer

Speckles' Snow Day – AR Children's Book Concept (March 2025 - Ongoing Development)

- Developed interactive children's book prototype to visualize and raise early-stage awareness of Visual Snow Syndrome (VSS)
- Interviewed 15 medical professionals and patients with visual disturbances to understand diagnostic journey
- Utilized journey and ecosystem mapping to identify early-stage patient awareness as a key opportunity
- Collaborated with VSS experts and a nonprofit to align book storytelling with current patient needs

### Designer & Artist

Space Place Inclusive Playroom (September - November 2024)

- Developed therapeutic playroom concept within children's hospital environments for patients and families
- Conducted research on hospital environments and health benefits to inform spatial design
- Created layout sketches and floor plans for 7 themed play zones with age-appropriate activities
- Modeled final layout in Rhino 3D and illustrated interactive activities over white model

### Project Strategy & Visual Lead

Epic Odyssey Training Program (March – May 2024 | Project + independent company visit)

- Developed mock training program for Epic Systems' Implementation Services department as a faux client
- Conducted interviews with medical administrators and staff to inform ecosystem and journey maps
- Led visual communication strategy and project coherence across presentations and team deliverables
- Developed future-state training blueprint through storyboarding and facilitating a co-creation workshop
- Co-authored project white paper and presented it to Epic Systems employees during in-person visit

## Certifications & Memberships

Certification in Design Research and Insight Translation, Lextant (2024)

Society for Experiential Graphic Design Member (2025)

## Skills & Tools

**Skills:** Design Thinking, Visual Communication, Experience Mapping, Digital Rendering, Qualitative Research, Quantitative Research, User Research, Prototyping, Project Management, Workshop Facilitation

**Tools:** Adobe Creative Suite, Figma, Rhino 3D, Generative AI