

# MATT BASORE

service designer | design strategist

www.MattBasore.com  
www.linkedin.com/in/MattBasore

## EXPERIENCE

VP, DESIGN STRATEGY & SERVICE DESIGN LEAD

### JPMorgan Chase & Co.

Nov 2022 - present | New York, NY

As a lead design strategist and service designer, I plan and execute work that enhances the internal tools experience for Chase business bankers, helping them better meet the needs of their clients.

- Key responsibilities include:
  - Lead teams through end-to-end projects; from alignment to delivery.
  - Plan and conduct employee and customer research.
  - Develop and test prototypes.
  - Lead design workshops and events for non-designers.
  - Manage direct reports and mentor junior designers.

SENIOR DESIGN STRATEGIST

### Memorial Sloan Kettering Cancer Center

May 2020 - Nov 2022 | New York, NY

- Led initiatives for innovative cancer care delivery.
- Focused on the development and implementation of new products and services for new consumer segments.
- Imagined and envisioned the future of cancer care via illustrations, storyboards, and user journeys.

SERVICE DESIGNER

### Mayo Clinic

March 2017 - May 2020 | Rochester, MN + Phoenix, AZ

- Led enterprise-wide service design and design research projects.
- Conducted field research to articulate insights.
- Planned experiments to test and iterate design concepts.
- Piloted solutions and measured impact through quantitative and qualitative methods.

DESIGN STRATEGY INTERN

### Continuum

Oct 2016 - Jan 2017 | Boston, MA

- Developed service strategies for Fortune 100 clients in the medical, financial, and consumer goods sectors.
- Uncovered actionable user insights, using methods such as interviews, wire framing, and quantitative attribute ranking.
- Collaborated in a high stakes consulting environment.

SERVICE & CONCEPT DESIGNER

### ASUS

Jun 2014 - Mar 2016 | Taipei, Taiwan

- Created service and product concepts for consumer electronics at the ASUS global headquarters—with a focus on home robotics.
- Presented concepts directly to the c-suite of a multi-billion dollar, multi-national company.

## EDUCATION

UNIVERSITY OF GLASGOW

### Master of Design:

### Design Innovation

### & Service Design

Class of 2013 | Glasgow, Scotland

*With Merit*

INDIANA UNIVERSITY

### BFA: Graphic Design

### BA: Mandarin Chinese

Class of 2011 | Bloomington, IN

*With High Distinction*

*Minor: Art History*

## SKILLS

*Service Design  
Strategy & innovation  
UX design  
Illustration & concepting  
Blueprinting  
Leading teams + sprints  
Leading workshops  
Project management  
Research planning  
Participant recruitment  
Stakeholder management  
Metrics & evaluation  
Implementation  
Copywriting*

## TOOLS

*Adobe creative suite  
Microsoft & Google suites  
Figma, Figjam, Miro, Mural  
Salesforce & Lightning UI  
Dovetail, Usertesting, Dscout  
Airtable, Trello*

Recommendations available on  
LinkedIn or upon request.