

Sheyda Rashidi

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Professional Summary

I am an innovation consultant and a co-creation facilitator with a background in communication design. My practice involves designing the **"scaffolds" or the processes and the tools for co-creation** that unite and mobilize communities and ecosystems, including project partners and stakeholders, policymakers, experts, and individuals with lived experience, empowering them to **collectively envision and create their desired future**. The outcomes of my projects range from services, digital products, programs, workshops, and policy and/or strategies.

EXPERIENCE

Freelance, Vancouver

Mar 2025 - Present

Designer

- Interaction Design and Communication Design projects, including AstroMunch package design.

Health Innovation Hub, Ministry of Health **In-house consultancy**, BC, Vancouver

Nov 2023 - Feb 2025

Service Designer, Collaboration Specialist

- Managed multiple innovation projects from discovery to completion. Introduced **design thinking, systems thinking** and **human-centric methodologies** to ministry projects, fostering a culture of innovation and collaboration.
- Facilitated **co-creation sessions** and including **current state analysis** and **future state ideation** using design thinking methods such as **journey mapping, user personas, service blueprints, mood boards, storyboards, system mapping** and etc. to collect data and generate actionable insights.
- Championed and introduced relational and reflective practices, building trust among stakeholders and addressing relational challenges that become roadblocks to projects' success.
- Designed engaging **infographics** and **presentations** that enabled shared understanding of abstract concepts and innovation processes.
- Supported branch planning and defining OKRs for the innovation hub's service delivery.

Cultivating Reciprocity , Vancouver

Apr 2022 - Sept 2023

Researcher, Community Engagement Specialist

- **Facilitated co-creation workshops** and collaborative sessions, bringing together students, faculty, and staff to envision and build a shared community garden.
- Developed and maintained an evolving organizational structure to support sustained reciprocity and **inclusive governance** among diverse campus participants.
- Employed reframing techniques and systems-thinking facilitation to **shift perspectives from competition to collaboration**, enabling a multi-departmental cooperative model.

BIPOC Foundation / ISM Arts & Culture , Vancouver

Apr 2023 - Aug 2023

Community Engagement Specialist

- Developed **community engagement strategies** rooted in the BIPOC entrepreneurs' lived experience, aligning program BIPOC services with systemic equity goals.
- Built reciprocal, trust-based network of partners with community organizations, **creating mutually beneficial collaborations** that supported grant outreach efforts, educational programming, and capacity building.
- Designed **communication and marketing strategies**, adjusting brand mission, vision, the tone of voice and visual identity.
- Conducted UX research and co-created solutions for arts and culture programs.

Design Researcher, Designer

- Developed **participatory action-research project plans** to conduct **system and service analysis** for food businesses. Created new **context-tailored co-creation tools** (or adapting existing ones such as **journey mapping, surveys, interviews, fly-on-the-wall**, and etc.) to capture participant insights.
- Co-developed ideas for interventions and **facilitated on-site idea testing and prototyping**, and documented participants' experiences and journeys.
- Managed end-to-end planning and logistics for **stakeholder engagement sessions**, including stakeholder outreach, session facilitation, and risk assessment, to ensure effective and safe execution of on-site and hybrid activities.
- Documented learning outcomes through visual representations of complex topics, storytelling and academic writing.

Carno Studio - Ad Agency

Feb 2020 - Apr 2021

Graphic Designer

- Designed branding and advertising print material
- Designed social media campaigns and content, enhancing engagement through strategic visual communication

Achievements

- **Agile nicotine strategy** aiming to keep up with industry innovations and center equity deserving and indigenous communities: I designed the first MoH **"ecosystem transformation" process plan** that mobilized the partners to co-create the new strategy while enabling systemic transformation through the collaboration.
- Identified innovation opportunities for annual branch plan and OKRs. Includes the **"building bridges"** program, aiming to **find overlaps between MoH team's portfolio's** and mandates to find opportunities for collaboration and collective impact and connecting teams that were otherwise unaware of linkage between portfolios.
- Designed and facilitated **capacity-building programs** for MoH staff, including the **"Unstuck Studio."** This initiative aimed to empower employees to self-reflect, adopt relational strategies for navigating "hard conversations", and practice inclusion and empathy to dismantle rigid barriers.

EDUCATION

Emily Carr University of Art + Design, Vancouver

2023

Interdisciplinary Master of Design - Systemic design and Social and Environmental Innovation

Art University of Tehran, Tehran

2019

Bachelor of Communication Design

Skills

Soft Skills

- Strategic and analytical thinking
- Workshop facilitation
- Stakeholder engagement
- Participatory action research
- Creative problem-solving

Hard Skills

- MS Suite
- Adobe illustrator , photoshop, indesign
- Miro and Mural
- Figma