



Sheyda Rashidi

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 Ottawa, On
(Open to Relocation)

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Skills

- Workshop facilitation
- Visual communication
- Stakeholder engagement
- Adobe Creative Cloud
- Miro, Mural
- Figma

Education

Interdisciplinary Master of Design - Service design, Social and Systemic Innovation

Emily Carr University of Art + Design, Vancouver

Bachelor of Communication Design Art University

Professional Summary

Service designer and a design researcher with **+4 years** of experience working at **government innovation hubs** and **business consultancies**. My work centres around designing the “scaffolds for innovation and co-creation”, or the **human-centric research processes** that mobilize communities and organizations to collectively reimagine and build innovative services, products and programs. Designed and led research studies that revealed critical user accessibility barriers, preventing a **\$2M** investment in a service that would have failed to meet user needs (BC Ministry of Health). Experience spans health tech, non-profit and government.

Achievements

- **Scholar of the year reward at DESIS Network** (Design for Social Innovation and Sustainability)
- Published my thesis project at **ServDes (Service Design) Conference 2023**

Experiences

Service Designer Feb 2026 - Present
Openfield, Part-time Contract, Remote

Freelance Designer March 2025 - Feb 2026
Freelance, Remote

Service Designer, Collaboration Specialist Nov 2023 - Feb 2025
Ministry of Health, Health Innovation Hub, Collaborative Innovation Branch, Vancouver

- Designed and facilitated research studies that uncovered critical accessibility barriers, **preventing a \$2M investment in a service misaligned with user needs** using service blueprint (Virtual Seniors Care project).
- Accelerated cross-government collaboration and stakeholder alignment through visual storytelling and infographic design, **reducing stakeholder decision-making time by roughly 20%**.
- Redesigned the travel approval portal and process to **streamline communication across government hierarchies**, reducing coordination time by 15%.

Service Designer, Design Researcher Apr 2022 - Sept 2023
Cultivating Reciprocity, Vancouver

- Led the end-to-end service design process to co-create a reciprocal governance structure for the Roots Union community garden, aligning 3+ university departments around a shared collaboration model.
- Produced **service blueprints, journey maps, and visual frameworks** to synthesize research and communicate insights, improving stakeholder alignment and decision clarity.

UX Researcher Apr 2023 - Aug 2023
ISM Arts & Culture , Vancouver

- Led UX research and co-creation sessions with artists, cultural organizations, and stakeholders, generating insights that informed program improvements and **increased stakeholder participation**.
- Mentored emerging designers and developed communication strategies that strengthened cross-team collaboration and improved project delivery efficiency.

Design Researcher, Service Designer Mar 2022 - Mar 2023
ISM Arts & Culture , Vancouver

- Supported participatory action research with **20+ Vancouver food businesses**, generating systemic insights that informed **10+ practical interventions** to improve circular food practices and reduce waste.
- **Designed custom co-creation tools and rapid prototyping** activities that enabled on-site testing of new circular practices, accelerating solution development and **reducing implementation uncertainty**.
- **Increased adoption of new operational practices** among participating businesses by reframing service changes as a collaborative competition model, encouraging experimentation and peer learning.