

# Mariele Ventrice

Design researcher skilled at unpacking and articulating complex concepts and transforming insights into action.

## WORK EXPERIENCE

### Massachusetts Bay Transit Authority (MBTA)

*Sr. Researcher & Service Designer* May 2023–present

- Conduct strategic and user-centered research for the Transit Technology program and develop insights that help inform the program’s strategy and roadmaps for product teams.
- Build alignment with internal and external stakeholders on goals, needs, requirements and constraints for large program initiatives as well as discrete projects.

*Product Designer & Researcher* May 2022–April 2023

- Full-stack designer—from problem definition to high-fidelity designs—working on an application used by bus operations staff to manage service.
- Designed and evaluated a route drawing feature for bus dispatchers to create detour routes, resulting in faster communication and more accurate data for passengers.

### University of Michigan

*UX Research & Design Assistant* Oct 2021–April 2022

Helped develop co-design workshop with low-income healthcare patients in Detroit. Created rapid prototypes for use in research.

### Massachusetts Institute of Technology

*Sr. Digital Communications Specialist* Aug 2018–Aug 2020

Led the content and UX strategy for a leading research center’s policy website. Developed trainings and guides for content editors.

### ANERA

*Sr. Communications Officer* Jan 2015–Aug 2017

Oversaw strategy and execution of digital and print fundraising communications for an international NGO.

## PRESENTATIONS

**Code for America Summit** May 2023

Breakout Session | [Driving new research routes: Designing Tools for Frontline Workers in Public Transit](#)

## CONTACT

603.289.7192  
mariele.ventrice@gmail.com  
[marielev.com](http://marielev.com)

## EDUCATION

### MS, Information

University of Michigan  
*Track: UX Research & Design*

### BFA, Writing, Literature & Publishing

Emerson College

## TOP SKILLS

Needs assessment  
Requirements definition  
Strategic thinking  
Storytelling  
Systems thinking  
User advocacy  
Workshop facilitation

## PREFERRED METHODS

Contextual inquiry  
Data analysis  
Interviews  
Journey mapping  
Rapid prototyping  
Root cause analysis  
Service blueprinting  
Usability testing

## TOOLS & LANGUAGES

Adobe CC (Ai, Ps, Id)  
Figma  
HTML / CSS  
Miro  
OptimalWorkshop  
Python (beginner)  
Qualtrics