

Mariele Ventrice

UX strategist and human-centered designer of services, experiences, systems, and products.

WORK EXPERIENCE

Massachusetts Bay Transportation Authority (MBTA)

Sr. Strategic Researcher & Service Designer March 2023–present

- Leading a team of 4 designers and researchers across 5 product teams, enabling designers to achieve outcomes that benefit operations staff and riders.
- Setting strategic direction for program areas and their products alongside program managers.
- Identifying and mitigating risks across staffing, resource allocation, and competing stakeholder priorities while maintaining focus on user-centered outcomes and equitable design practices.

Sr. Product Designer, Skate May 2022–February 2023

- Full-stack designer, from problem definition to high-fidelity prototypes, on an application used by bus operations staff to manage service.
- Designed a route drawing feature for bus dispatchers to create detour routes, which enabled on-board directional support for operators and accurate predictions and maps for riders.

University of Michigan

UX Research & Design Assistant Oct 2021–April 2022

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

Massachusetts Institute of Technology

Sr. Digital Communications Specialist - UX Sept 2018–Aug 2020

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

PROJECTS & PRESENTATIONS

Code for America Summit

May 2023

Driving new research routes: Designing tools for frontline workers in public transit

Harvard Library

Summer 2021

Conducted competitive analysis of library discovery and search services to guide the strategy of a world-class research library.

CONTACT

marielev.com

EDUCATION

MS, Information

University of Michigan, '22
Track: UX Research & Design

BFA, Writing, Literature & Publishing

Emerson College, '12

SKILLS

Needs assessment
Requirements definition
Service design
Strategic thinking
Storytelling
Systems thinking
User advocacy

METHODS

Contextual inquiry
Data analysis
Interviews
Journey mapping
Participatory design
Root cause analysis
Service blueprinting
Usability testing

TOOLS

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