

JORDANNA COUTINHO

Strategy | Research | Social Design

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RELEVANT EXPERIENCE

Blue Earth Network | *Project Manager*

Oct 2020- present | Atlanta, U.S.A.

- Manage a global remote team of designers, developers and content writers to support purpose driven companies with brand management i.e. support website launches, develop marketing collateral and content
- Develop project scope and work steams, manage daily tasks, coordinate and facilitate meetings and check-ins internally and externally
- Organize and facilitate workshops
- Oversee and negotiate contracts, bill invoices and manage budet

Designing the We | *Designer*

May- August 2020 | Atlanta, U.S.A.

- Project development, material production and curriculum design for 'We Curriculum'.
- Design workshops, participatory action research and co-design activities adapting current curriculum content, structure and learning goals.

Atlanta Downtown Improvement District | *Research, Strategy*

April- May 2019 | Atlanta, USA

- Used multistakeholder engagement and inclusive programming to identify strategic partnerships and programs to develop Woodruff Park's Social Equity and Inclusion Plan.
- Developed framework, roadmap and resource guide of key indicators and best practices

SCAD Sustainable Practices Lab | *Research, Strategy*

March-May 2019 | Savannah, U.S.A | Sappi Grant Finalist

- SCAD Sustainable Practices Lab designed Table Talk a multistakeholder, alignment toolkit that uses collaborative problem solving, role play interaction and generative communication to promote equitable development for near port community Hudson Hill in collaboration with environmental justice organization Harambee House
- Conducted secondary and primary research on stakeholders involved in EPA near port initiative
- Data visualization, concept development through data affinitization
- Workshop design and facilitation
- Outreach liaison between primary stakeholders

PBK Waste Solutions | *Designer, Facilitator*

Feb 2017- Jan 2018 | Bangalore, India

- Co- designed and facilitated Project Reroute a pilot project introducing creative problem solving, design thinking and placemaking to 200 students aged 8-12 through the utilization of the urban public commons as a nature lab to reimagine the sustainable development of the city
- Curriculum design and material production
- Visual campaign strategy and social media marketing

EDUCATION

● **Savannah College of Art & Design**
M.A. Design for Sustainability
SCAD Academic Honors Award
June 2018 - Nov 2019

● **Srishti Institute of Art, Design & Technology**
B.F.A Contemporary Art Practice
June 2012-2016

SKILLS

Social Innovation

- Workshop design & facilitation
- Participatory design
- Inclusive programming
- Multi - stakeholder engagement
- Participatory Action Research
- Placemaking

Sustainability

- Biomimicry methodology
- Circular economy
- Organizational and user behaviour change
- Brand Innovation
- Behavioural economics

Design Management

- Design, planning & execution of creative research for complex systems
- Data synthesis using systems and service design tools
- Contextual research
- Affinity Diagramming
- Creative storytelling
- User Research
- Project management
- Data visualization
- User testing
- Illustration

TOOLS

- **Creative:**
Indesign
Illustrator
Photoshop
Figma
- **Organizational**
Projectpro
Trello
Miro
Slack
Asana