

Anne Gorgy

Researcher & Innovation Strategist.

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I'm deeply interested in society-centred design and working with purpose-driven organizations. My work focuses on human behaviours and cultures, and extending people's capabilities through technology. I usually challenge the status quo, linear ways of thinking, and bring in a holistic perspective. My goal is to add value and meaning to people's lives, and ensure the well-being of society and the planet.

Education

Experience Design Workshop, *Kaospilot.* (Oct 2022)

3-Day immersive workshop applying experience design techniques for transformation.

Design for Transformation, *Kaospilot.* (Feb 2021 - Apr 2021)

Case Study: Experiential Futures and an Innovation Playground framework and design.

Industrial Design Program, *OCAD University. Graduated with Distinction.* (Sep 2014 - Jun 2016)

Bachelor Thesis: The Multi-Dimensional Self in the Age of the Internet of Things.

Faculty of Applied Sciences and Arts, Product Design Major, *German University in Cairo (GUC).* (Sep 2010 - Jun 2014)

Bachelor Thesis: Re-designing Ambulance Stretchers.

Work Experience

Founder, *The XI Studio* (Jan 2020 - Present)

- Collaborating with cross-functional teams to scan for signals of change and uncover growing and latent human needs, and translate research insights into actionable strategies and concepts and build portfolios of novel products, services, and experiences for near and distant futures.
- Supporting venture capitalists with research and market insights for thought leadership and thematic investing.
- Co-creating with organizations and leaders innovation and futures design practices and cultures needed to lead with purpose and impact.
- Facilitating workshops to share and discuss market shifts and emerging opportunity spaces and democratize innovation practices.

Senior Strategist, *OMERS.* (July 2020 - June 2022)

- Working closely with executives and teams to uncover emerging trends and market forces and generate corporate visions, strategies, opportunity spaces, and roadmaps.
- Leading and collaborating on foresight research initiatives to analyse long-term trends and drivers of change and identify socioeconomic shifts, emerging behaviours, and future human needs to generate thematic areas and inform portfolio strategies for investment teams.
- Designing research plans and discussion guides and conducting ethnographic research to uncover problem spaces and members unmet needs to generate opportunities for today and tomorrow, in collaboration with team members.
- Creating an experiential futures plan and design to communicate research findings, future scenarios, and novel concepts.
- Creating research and foresight playbooks and case studies to systematize, codify, and share processes, frameworks, and tools.
- Designing and facilitating workshops for co-op students and teams to democratize innovation and foresight knowledge and methodology.
- Mentoring team members on design research and strategic foresight tools and techniques that are relevant for generating enterprise value.
- Client: OMERS Pensions, OMERS Infrastructure, OMERS Capital Markets, OMERS Private Equity, OMERS Ventures.

Experience Strategy Lead, *Publicis Sapiens.* (Jan 2020 - June 2020)

- Leading design research initiatives such as user and stakeholder interviews, concept testing, and usability testing.
- Conducting market scans, identifying signals and drivers of change, and articulating future opportunities and threats.
- Synthesizing research data into insights and generating design recommendations based on behavioural economics theories.
- Generating user archetypes and creating user journey maps to analyse contextual and behavioural attributes and customer touch-points to uncover their painpoints and unarticulated needs.

Professional Activities —

Guest Speaker, OCADU (2017 - Present).

- Providing feedback and design critique on student foresight and thesis projects.
- Presenting case studies from client projects and providing insights on design process and project planning, stakeholder management, bridging the gap between research, strategy, and design and delivering relevant and actionable outcomes.
- Giving keynote presentations and being part of a speaker panel to discuss career development upon graduation, building the right skillset, guidelines for job applications and portfolios, and how to excel in the workplace.
- Courses: Intro to Design Management Professional Preparation, Industrial Design Thesis class.

Brainstorming Session, Rotman School of Management. (2016).

Generated possible opportunities for a new developed technology through team collaboration, utilizing tools of design and strategic foresight, user scenarios, and market scanning.

Media, Design & Marketing head, Apotheke for Innovative Development AID GUC (2013 - 2014).

Supervised team members in graphic and exhibition design, event planning, and event photography and videography.

- Working with stakeholders, product owners, and team members to align on goals, experience strategies, and product roadmaps.
- Collaborating with team members to translate research findings into human-centred experiences, interfaces, and interactions.
- Mentoring junior researchers and designers.
- Evangelizing for strategic foresight, design thinking, and UX within the organization and with stakeholders.
- Client: Shaw Communications (Project Ellipse, Strategic Initiatives).

Senior User Experience Strategist and Designer, Sun Life Financial. (May 2019 - Jan 2020)

- Leading client facing projects holistically from need finding and strategizing solutions to execution and implementation.
- Conducting quantitative and qualitative research and synthesizing data into insights, recommendations, and design concepts.
- Generating user flows, information architecture maps, and journey maps to discover pain points and create meaningful experiences.
- Creating wireframes and mockups and conducting user testing and usability testing to validate and evolve designs and prototypes.
- Generating high fidelity designs and working closely with team members and developers to ensure proper implementation.
- Facilitating stakeholder workshops and evangelizing for design thinking, UX, and strategic foresight within the organization.
- Working closely with stakeholders and business units to achieve alignment between user and stakeholders needs.
- Presenting to VPs and C-suite executives project vision, proposed solutions, and communicating UX decisions and rationale.
- Projects include: SLF GO, Choices Insurance, and Wealth eApp.

Product Designer, Design Researcher & Strategist, Humanistic. (Aug 2017 - May 2019)

- Carrying out field research, stakeholder interviews and workshops, and product audits to find the right problems to solve and uncover user and stakeholder needs, painpoints, and aspirations.
- Conducting comprehensive market scans and identifying emerging signals and drivers, recognizing themes and trends, and translating them into future opportunities and scenarios.
- Generating stakeholder maps, user journeys, flow diagrams, and product information architecture maps for various experiences.
- Creating wireframes, style guides and design systems, and low and high fidelity mockups for different clients.
- Delivering high quality interactive prototypes, app designs for responsive web and IOS, and performed usability testing on them.
- Working closely with clients to present findings, articulate concepts and ideas, and identify areas of improvement.
- Clients include: Dealtap, WE, WE TYI, Huawei, Wave, Growsumo, Culture Vibes, and Ace Valley.

Achievements

- Warp Bowl displayed at The Elastic Effect Show, *OCADU*.
- TUEL project published on Tuvie Design Blog and featured on mdolla, design.fr, and Pinterest. <http://www.tuvie.com/tuel-mobility-product-for-children-by-anne-gorgy/>
- Top 10 ranking student for 4 consecutive years at GUC.

Languages

- Native speaker of Arabic and fluent in English.
- Intermediate in French and German speaking and writing.
- Beginner in Spanish.

Volunteering

- Serving at *St. Moses and St. Catherine Church in Toronto*.
- Student volunteer for *GradEx, OCADU's 100th Annual Graduation Show* (May 2015).

Interests

- Passionate about writing and blogging, photography and videography, painting and sculpture, and reading different book genres.
- I enjoy going to art galleries and exhibitions, dance shows, and live music and jazz venues.
- I maintain a healthy and active lifestyle by regularly going to yoga, adult ballet, contemporary dancing, and hiking trips.

Teaching Assistant, Professional Preparation Course, *OCADU*. (Jan 2019 - May 2019).

- Assisting in preparing and delivering of class material, design reviews and giving feedback, and grading assignments.
- Mentoring students for the evolving demands of the design practice, how to successfully transition into the workplace, and find their purpose and advance their careers.

Product Designer, *Symbility Intersect*. (Nov 2016 - July 2017)

- Designing accessible user experiences and interfaces for both web and mobile, IOS and Android, and creating design systems.
- Creating user journey maps, user flows, information architecture maps, and wireframes to develop concepts and ideas.
- Working closely with internal and external teams and stakeholders to define product roadmaps and ensure high quality deliverables.
- Conducting user research and usability testing to validate and refine designs and prototypes.
- Clients include: TD Bank and Mastercard.

Competencies

Skills

- Process design and creating tailored frameworks and approaches based on project and stakeholder needs.
- Ethnographic research, stakeholder interviews and workshops, product audits, desk research, and competitor analysis.
- Market scanning, trends and signals spotting and analysis, writing scenarios, creating foresight maps, and generating opportunities.
- Organizing, facilitating and conducting experiential workshops in online and physical setting.
- Creating experiential futures spaces and artifacts to translate future visions and scenarios.
- User flow diagrams, user journey maps, stakeholders maps, and product information architecture.
- Synthesis walls and affinity maps to organize and cluster data, and uncover relevant and common themes.
- Brainstorming concepts, sketching ideas, and creating wireframes, low and high fidelity mockups, and interactive prototypes.
- Communication and visual design for presentations and reports.
- 3D modelling and renderings and physical fabrication.

Tools

- Sketch, Figma, Zeplin.io, Dovetail, Omnigraffle, Invision, Mural, Principle, Proto.io, HTML, CSS.
- Adobe Creative Suite (Illustrator, Photoshop, InDesign), Keynote, Final Cut, After Effects, Microsoft Office, Google G-suite.