



# Patrick O'Connor

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Service Designer with 6+ years of experience designing and developing human-centered solutions to complex problems. Proven ability to lead and manage cross-functional teams, as well as work independently. Expertise in Design Thinking, Service Design, and User Experience. Passionate about creating innovative solutions that make a positive impact on people's lives.

## SERVICE DESIGNER • DEC 2020 - MAY 2023

CFD INNOVATION LAB (FORMERLY FLORIDA HOSPITAL INNOVATION LAB)

- Designed and developed **compelling storyboards, patient journey maps, visualized healthcare ecosystems, and personas** to illustrate future-state visions that address business and consumer needs.
- Leveraged **Design Thinking process** across a variety of complex human centered innovation projects for Central Florida Division's 20 hospitals including **conducting onsite ethnography in 9 ERs**, user research with focus groups and rapidly prototyping in a live environment to solve for executive leadership needs, frontline staff needs, and consumer needs.
- Lead synthesis, ideation and codesign workshops with leaders across healthcare organization - from clinical to non-clinical roles - **guiding to solutions driven by the needs of the patient/consumer.**

## SERVICE DESIGNER • APR 2017 - DEC 2020

FLORIDA HOSPITAL INNOVATION LAB

- **Designed and facilitated over 300 innovation experiences** that empowered internal and external clients to solve complex challenges.
- **Lead and managed development** of new Florida Hospital Innovation Lab educational material and media portfolio - created report decks, conceptual models, service mapping, visual design, long/short-form outcome reports, graphic facilitation - to share innovation outcomes to front line and leadership Florida Hospital stakeholders.
- **Created Design Thinking tools** with founder of Florida Hospital Innovation Lab.

## GRAPHIC FACILITATOR (VENDOR) • JAN 2012 - APR 2017

FLORIDA HOSPITAL INNOVATION LAB

- **Designed visual assets** for facilitating innovation experiences.
- **Created Design Thinking tools** with founder of Florida Hospital Innovation Lab.
- **Used Graphic Design** to share innovation outcomes to front line and leadership Florida Hospital stakeholders

## INTERNATIONAL REPRESENTATIVE • SEP 2005 - JAN 2014

WALT DISNEY WORLD

- Responsible for **training over 300 Canadian servers** in proper methods and practices in a Disney restaurant.
- Recognized for memorable guest interactions in 2008 with the most guest letters and **nomination for Partners in Excellence** in 2009.

## DESIGN SKILLS

- Adobe Creative Suite
- Service Design (SDN Accreditation)
- Graphic Design/ Illustration
- Storyboards
- Journey Maps
- Video/Sound Editing
- Design Thinking
- Group process facilitation
- Creative leadership
- Empathy Research
- Figma
- Web Design

## A.S. GRAPHIC DESIGN

Valencia College  
2009 - 2013

Strong development of the fundamentals of design. Preparation for a career by training in industry standards while maintaining a strong emphasis on deadlines and management of projects. Competent and accomplished in the Adobe Suite programs.

## B.A. COMMUNICATIONS

Windsor University  
2001 - 2004

Development of creative writing skills, use of theatrical set design and makeup, digital editing and creation of short films. In-depth study of the film medium as a whole, including sound skills and production.