michelle cedeño

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*Senior Product Designer with **8+ years of experience** leading end-to-end product design and research initiatives across global health, development, and climate sectors. Skilled in translating complex systems into intuitive digital experiences through user research, stakeholder engagement, journey mapping, wireframing, and prototyping (Figma, Miro) **across mobile, web, and enterprise platforms**. Experienced in cross-functional collaboration with product, engineering, and marketing teams to shape strategy, prioritize features, and ensure research rigor. Contributed to departmental growth through new product ideas, fundraising support, and mentoring. Adept at working independently and ensuring rigor across every stage of the design process.*

skills

- Design strategy
- Qual & Quant Research
- Human-Centered Design
- Quantitative Modeling
- Expert interviews

- Leadership & facilitation
- Research project design and management
- Cross-functional team coordination
- Client communication and stakeholder engagement

tools

- Adobe Creative Suite
- Figma
- Sketch
- Asana
- Slack

- Dovetail, Jira, R, Python
- Microsoft Creative Suite
- Google workspace
- Cost-effectiveness analysis frameworks
- CRM tools

education

2021-2025

Imperial College London
Ph.D.

2018-2020

Carnegie Mellon University
M.A. & M.Des.

2010-2014

Boston University
B.A.

publications

Cedeno, M. R, Villanova, I, Porat, T. Baxter, W. (2025) Mapping Digital Ownership: A Method for Understanding Psychological Ownership in the Digital World (forthcoming)

Cedeno, M. R , Porat, T., & Baxter, W. (2024). "This is MY PhD project… or is it?" Understanding perceived doctoral project ownership through psychological ownership mapping. Proceedings of the Design Society, 4, 2815–2824. https://doi.org/10.1017/pds.2024.285

Cedeño, M. R, Baxter, W., Porat, T., and Peck, J. (2022) Toward a method of psychological ownership mapping, in Lockton, D., Lenzi, S., Hekkert, P., Oak, A., Sádaba, J., Lloyd, P. (eds.), DRS2022: Bilbao, 25 June - 3 July, Bilbao, Spain. https://doi.org/10.21606/drs.2022.601

Cedeno, M. R., Baxter, W., Porat, T., & Peck, J. (2023). Design methods. In K. Otto, B. Eisenbart, C. Eckert, B. Eynard, D. Krause, J. Oehmen, & N. [Editors], Proceedings of the International Conference on Engineering Design (ICED) (pp. 0251–0262). https://doi.org/10.1017/pds.2023.26

Leng Y, Musiek ES, **Cedeño MR**, Cappuccio FP, Yaffe K. (2019) Association between circadian rhythms and neurodegenerative diseases. Lancet Neurol, 18:307-318.

experience

2025-Present
Carnegie Mellon University
Adjunct Professor (Part time)

- Taught graduate-level coursework on research methods and evidence-based design, guiding students through literature review, synthesis, and strategic framing to support product and service design.
- Mentored teams in applying user-centered design approaches to complex challenges in global development and climate tech, with an emphasis on scalable, platform-relevant solutions.

2024-Present
Thinkplace US
Senior Product Designer and Consultant (Contract)

- Led participatory design and mixed-methods research projects across mobile, web, and enterprise platforms in Latin America, West Africa, and Southeast Asia.
- Co-created digital and service solutions with communities, governments, and INGOs (e.g., USAID, UNICEF).
- Delivered end-to-end product strategy while managing project logistics, timelines, and stakeholder alignment.
- Produced narrative and visual outputs to drive platform development and secure funding.

2021-2025
Interaction Foundry
Senior Product Designer and Consultant

- Directed product and service design engagements focused on behavior change and systems innovation.
- Used mixed methods to uncover user needs and frame product opportunities across health, sustainability, and civic sectors.
- Designed, prototyped, and tested interventions for web and mobile experiences, including a youth health platform adopted across four countries.
- Partnered with communities and cross-sector stakeholders to ensure equity and relevance in design outcomes.

2020-2022
Teletracking Inc
Product Designer and Researcher

- Led end-to-end UX design for an AI-powered hospital scheduling system, launched across enterprise healthcare environments.
- Drove research, wireframing, interaction design, and agile iteration in a cross-functional team of engineers and PMs.
- Delivered high-impact, revenue-generating features by aligning user needs with clinical workflow efficiencies.
- Championed accessibility and data-informed design within hospital systems.

2021
Meta
Senior Design Researcher

- Conducted speculative and UX research to explore future AR/VR interaction paradigms for next-generation platforms.
- Built behavioral frameworks and collaborated with designers and engineers to translate findings into high-fidelity prototypes.
- Shaped product vision for immersive technologies through foresight and user-centered experimentation.

2019
BCG Platinion
Design Strategist

- Led user research and co-design sessions for Fortune 500 clients to inform enterprise product strategies.
- Translated field insights into UX opportunities and digital transformation roadmaps.
- Collaborated with design and engineering teams to prototype services and digital tools addressing organizational challenges at scale.

2015-2018
Washington University in St. Louis
Research Associate

- Investigated the links between circadian rhythms and neurodegenerative diseases through both laboratory experiments and statistical modeling.
- Utilized a mix of biological assays, data analytics, and behavioral observation to explore sleep-wake cycles and neural degeneration.
- Published and presented research findings while collaborating with cross-disciplinary teams spanning neuroscience, genetics, and behavioral and global health.
- Proposed and wrote grants to contribute to organizational strategies to promote research and impact.