michelle cedeño

design research | interaction design | strategy

michellecedeno.com
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Design Lead and Human-Centered Design Strategist with 8+ years of experience applying design thinking, facilitation, and storytelling to complex challenges across climate, global development, public health, and social impact. Proven ability to lead participatory design processes, facilitate cross-sector workshops, and translate complex scientific and organizational information into compelling narratives, visual frameworks, and actionable strategies. Experienced in guiding organizations through ambiguity, fostering experimentation, and advancing systems-level change through equitable, human-centered approaches.

Skills

Methodologies
Interaction Design, UX/UI, Human-Computer Interaction, Qual & Quant Research, Design Strategy, Futures Thinking

Visual Design
Drawing, Illustration, Graphic Design, Storyboarding, Presentation Design

Rapid Prototyping
Physical Prototyping, Sketching, Arduino, 3D-modeling, Laser Cutting

Interpersonal
Collaboration, Independent Thinking, Presentation Skills, Project Coordination, Leadership

Design and Behavior Research
Behavioral Diagnostics, Field Experimentation, Evidence Translation, Community Engagement

Tools

Adobe Creative Suite, 360 Fusion, Unity 3D Engine, Processing, Sketch, InVision

Education

PostGraduate Research
Design Engineering
Imperial College London
2025 | Ph.D.

Master's
Interaction Design
Carnegie Mellon University
2020 | M.Des.

Bachelor's
Neuroscience
Boston University
2014 | B.A.

Public Health Certificate
Washington University St Louis
2014

Experience

Design Lead & Strategic Consultant 2024-Present
THINKPLACE US | Remote

- Led human-centered design and strategy engagements for global social impact organizations including USAID, UNICEF, and Save the Children, addressing complex challenges in climate resilience, public health, and community development.
- Designed and facilitated participatory workshops and design sprints that brought together government, nonprofit, and philanthropic stakeholders to align on shared goals, surface assumptions, and co-create solutions.
- Conducted mixed-methods research and synthesis, translating complex program data and stakeholder insights into clear narratives, visual frameworks, and actionable design strategies to support decision-making and innovation. Served as a trusted thought partner to senior leaders, strengthening organizational capacity to apply design thinking and experimentation in mission-driven contexts.

Senior Design & Behavioral Strategy Consultant 2021-2025
INTERACTION FOUNDRY | London, UK

- Led design research and behavioral analysis to examine how people interact with complex systems, identifying breakdowns, risks, and opportunities for improved human-centered design.
- Applied qualitative and quantitative research methods to uncover cognitive, perceptual, and organizational factors shaping decision-making in safety-critical and high-stakes environments.
- Guided projects end-to-end—from research framing and study design through synthesis, prototyping implications, and storytelling for technical and non-technical audiences. Collaborated closely with multidisciplinary teams to translate research insights into design principles, strategic recommendations, and system-level interventions.

Human-Centered Design & Strategy Lead 2020 –2022
TELETRACKING INC | Pittsburgh, PA

- Led human-centered design and systems analysis for large-scale healthcare transformation initiatives, supporting adoption of complex technologies with measurable operational and financial impact.
- Conducted in-depth stakeholder research, journey mapping, and synthesis to align technical, clinical, and organizational needs across diverse user groups.
- Partnered with engineers, product managers, and operations leaders to translate insights into implementable design strategies and workflows, balancing innovation with pragmatic constraints.
- Supported organizational change efforts by framing system improvements through clear narratives and visual tools that enabled buy-in and sustained use.

Behavioral Research Scientist -PhD Intern 2022
META REALITY LABS | Redmond, WA

- Conducted behavioral research examining how people perceive, interpret, and respond to information in complex digital environments.
- Applied experimental methods to study decision-making, attention, and risk perception, informing human-centered safety and design recommendations.
- Collaborated with cross-functional partners to translate research findings into actionable guidance for product teams, supporting responsible and user-centered design practices.

Design Strategist - Graduate Intern 2018
BOSTON CONSULTANT GROUP | Pittsburgh, PA

- Supported strategic transformation projects for global organizations by applying design thinking, systems analysis, and stakeholder engagement methods.
- Conducted qualitative and quantitative research to understand organizational challenges, synthesize insights, and identify opportunities for innovation and change.
- Developed clear, compelling narratives and executive-facing materials that translated complex analyses into actionable strategies for senior leadership

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., 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