

MIKE PEDERSEN

SERVICE DESIGNER | STRATEGIST | FUTURIST | PODCASTER

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SUMMARY

I understand the pain points of people/systems, co-create ideas to solve them and prototype them to be impactful and efficient. I use technical tools, people, processes, workshops, and empathy to create and improve the experiences of humans involved in that ecosystem.

NOTABLE PROJECTS

GREENHOUSE SERIES, Tampa, Florida, **Corporate Innovation Lab Creator**, 2018-2021. Applied design principles to the corporate environment for three projects. Created Fresh Herbs to introduce fresh herbs to restaurants, Learning Wheel to establish peer-based mentorship program, and Food Truck 2.0 to reimagine food trucks in business.

IDEAPROV PODCAST, Tampa, Florida, **Creator and Host**, 2020-present. Developed service-designed and solutions-focused conversations to solve societal issues in real time. Connects and streamlines thoughts to develop plans for use by the public. Created *What is Ideaprov* <https://youtu.be/hslMDwHsGlc> with episodes <https://wavve.link/ideaprov/episodes>.

THE WHY LAB, Los Angeles, California, **Partnership**, Why Service Design Podcast Producer, 2020-present. Collaboration of podcast, production exchange and thought leadership. <http://www.whyservice设计thinking.com/podcastepisodes>

EXPERIENCE

PEOPLE ROCKET 2021-2022

Customer Experience Designer

Created, developed and managed multiple project workstreams at varying levels. Conducted research including landscape analysis, ethnographic research, and interviews. Ideated, crafted and implemented design artifacts including, blueprints, stakeholder maps, journey maps, ecosystem maps, and personas. Designed workshops to teach, engage, and gain insights from stakeholders of varying experience.

- Led qualitative and quantitative research efforts using ethnography, data collection, workshops and interviews to uncover and document insights resulting in a 40% reduction in processes for a world famous hamburger chain
- Brainstormed initial workshop design concepts using a human-centered data-driven approach creating 100% team alignment for the first time in 3 years.
- Planned, built and facilitated workshops to gain insights and shareback information creating the first client driven comprehensive data set to make decisions
- Drafted and edited custom client documentation for new and existing business initiatives including slide decks, proposals, and progress reports that elevated the communication clients could bring to their partners
- Routinely deconstructed and articulated ambiguous problems for stakeholders using visual maps, blueprints and custom presentations of data research resulting in a decrease of 3 siloed communication channels
- Worked cross-functionally to define, ideate, and construct customized client strategic plans thereby outlining the steps needed to achieve their organization objectives in the next 3 years
- Curated psychologically safe spaces for customers and clients to share authentic project feedback thereby shortening the engagement duration and saving the client from paying for 2 workshops

BLOOMIN' BRANDS, INC. (OUTBACK STEAKHOUSE), Tampa, Florida 2011-2021

Operations Manager

Created an innovation lab to teach and implement new collaboration tools and methods to the company. Instituted agile frameworks and mental models to upskill employees for greater alignment and interoperability. Additionally, oversaw daily activities of the 169,000 sq ft facility. Supervised a team of 5 in resolving and creating win-win situations between, a 750 member office, internal departments, the landlord and external vendors and partners.

- Promoted 3 times with increased responsibility in customer and employee facing roles
- Led simultaneous projects including research interviews, facilitating ideation workshops and prototyping designs amongst employees
- Conducted quarterly program management and visioning meetings to align and prioritize staff on upcoming and ongoing initiatives
- Co-engineered individual and team growth plans to highlight team member ambitions, reduce gaps in service and maximize the impact the team could make with clients and meeting business objectives
- Facilitated monthly department business reviews and recurring financial planning conversation with senior leadership
- Crafted and responded to office wide communications to create team and office alignment around new initiatives and projects
- Enhanced team operations by utilizing creative onboarding practices, team member celebrations, 1-1 coaching, and off-site team building meetings
- Drove implementation of customer experience improvement initiative for dissatisfied guests resulting in a 62% reduction in dissatisfied guest call volume
- Organized a massive field day for the entire 670-staff corporate office and provided food, games, music, and beverages.
- Reconstructed the office phone tree to be customer centric, organizing information to ensure speed and accuracy for callers resulting in a 96% reduction in inbound calls
- Digitized FedEx invoice reconciliation processes resulting in 10 hours of saved processing time per week

EDUCATION

OHIO STATE UNIVERSITY, Columbus, Ohio
B.S., Economics

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Insights for Innovations, IDEO • From the Ideas to Action, IDEO • Designing for Change, IDEO • Storytelling for Influence, IDEO • Human-Centered Service Design, IDEO • Design Leadership, ECHOS

SKILLS, COMPETENCIES and STRENGTHS

Technical Competencies:

Slack, Google Suite, MS Office Suite, email, Miro, Zoom and other virtual collaboration tools, WeVideo

Soft Skills:

Making the intangible tangible

Active listening

Metric Creation

Advocating for team members

Excellent written and verbal communication skills

Effective switcher between individual, team, and clients facing modes

Strengths:

Service Design • User Research • Group Facilitation • Roadmap Building • Team Leadership • Data Storytelling • Idea Generation