SAMANTHA LINNETT

Human-Centered Designer & Facilitator

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WORK EXPERIENCE:

Linnett Loving, LLC - Washington, DC - (2 employees)
Works with local governments across the U.S. to solve their most pressing challenges and better serve their residents. Linnett Loving practices a human-centered and data-driven approach to discover root causes, ideate solutions, and design processes and programs.

Partner & Designer | April 2022 - present | Hours per week: 20
Co-founder and human-centered designer providing consulting services to local governments, including strategic planning, change management, strategic communications, workshop design and facilitation, and executive coaching and mentorship.

Grant Thornton Public Sector, LLP - Arlington, VA - (8500 employees)
The Grant Thornton Public Sector team helps executives and managers at all levels of government maximize their performance and efficiency in the face of ever-tightening budgets and increased demand for services. GT helps clients develop creative, cost-effective solutions using analytics and the latest technologies in order to enhance the management and operation of government.

Senior Associate | August 2020 - April 2022 | Hours per week: 55
Design thinking subject matter expert providing human-centered design, training design and facilitation, data analysis, equity assessment, strategic planning and organizational design services to federal clients.

- Developed, designed, and facilitated a human-centered design training for a large federal agency's internal communications employees using Microsoft PowerPoint, Microsoft Teams, and Mural virtual whiteboard. Trained 30 federal employees in the design thinking process and facilitated the development of four internal communications solution prototypes through the training.
- Performed quantitative analysis on the Federal Employee Viewpoint Survey for a federal department using Microsoft Excel. Identified key employee pain points and five-year trends in the data to inform the development of a new Employee Experience Office and strategic plan.
- Performed qualitative analysis on employee town hall feedback and questions for a federal department using Microsoft Excel. Identified key employee pain points from the feedback to inform the development of a new Employee Experience Office and strategic plan.
- Developed the organizational and program design and strategic plan for a new Employee Experience Office for a federal department based on employee-identified needs during various internal engagement sessions.
- Conducted qualitative research through virtual interviews and focus groups with State benefit program employees and claimant advocacy groups on behalf of a federal benefits program to determine equity gaps in service.
- Planned and facilitated team workshop sessions using the human-centered design process to ideate and prototype equity improvements on a State-by-State basis on behalf of a federal benefits program.
- Led the Design Thinking sub-solution team as a part of the Customer Experience solution team at Grant Thornton, developing design thinking communications materials, internal design thinking trainings, a customer experience maturity model for clients, and supporting business development efforts in human-centered design.

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Near East Foundation - Syracuse, NY - (115 employees)
The Near East Foundation helps build more sustainable, prosperous, and inclusive communities in the Middle East and Africa through education, community organizing, and economic development.

Graduate Consultant | May 2020 - June 2020 | Hours per week: 40
Consultant providing research and organizational development recommendations for the expansion of the Siraj Center project, providing economic development resources for entrepreneurs in the MENA region.

- Developed geography of need assessment using publicly available socioeconomic data and designed fact sheets in Adobe InDesign for economic & business climate in Jordan, Lebanon, Syria, Iraq, Egypt, Sudan, Libya and Yemen.
- Analyzed and made recommendations to the NEF's Siraj Center business development toolkit, including recommendations for virtual training and financial technology use during COVID-19.
- Developed business sustainability and scaling strategies for NEF's current Siraj Centers, and expansion and sustainability strategies for new target countries for Siraj Center programming.
- Created and designed communications documents in Adobe InDesign for NEF to promote its work to host countries, potential partners, and potential funders.

Center for Policy Research, Syracuse University - Syracuse, NY - (70 employees)
Faculty members across departments who work with graduate and undergraduate students to tackle pressing problems related to education, taxes, social welfare, the environment and housing. The goal is to develop knowledge that enables leaders to break through complexity in order to make meaningful policy decisions and provide effective solutions.

Graduate Assistant | August 2019 - May 2020 | Hours per week: 10
Master's in public administration candidate providing research support to Dr. Michah Rothbart in nonprofit and public financial management, public budgeting, and education policy.

- Analyzed funding schemes for NYC's participatory budgeting process for public school capital projects using Excel and Stata.
- Assessed indicators for NYC public school capacity challenges on Free and Reduced Price Lunch program implementation using regression analysis in Stata.
- Edited academic research papers for journal submission and research grant proposals.

City of Syracuse Innovation Team - Syracuse, NY - (6 employees)
Provides design, data expertise, and other innovative tools and methods to help city departments approach problems in new ways, deliver novel solutions, measure and track progress, and be nimble in advancing pressing issues that affect Syracuse residents. The office develops innovative solutions to Syracuse's most pressing problems. It leverages idea generation techniques and utilizes a structured, human-centered and data-driven approach to affect change and deliver results within the city.

Innovation Design Lead | July 2016 - May 2019 | Hours per week: 40
Designer managing team initiatives and leading the human-centered design process for team projects, providing community engagement planning and facilitation, and serving as the office's communications and branding representative.

- Managed planning and implementation for 8 housing policy initiatives, including establishing a Bureau for Administrative Adjudication and process redesign for code enforcement using the design thinking process.

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- Conducted over 150 stakeholder interviews and performed qualitative research analysis to inform housing safety and code enforcement policy design.
- Collaborated with community stakeholders to conduct outreach to hard-to-reach renter populations and interviewed approximately 20 city residents experiencing housing instability to understand their experiences.
- Designed and facilitated three community engagement ideation workshops with city residents, resulting in over 300 ideas for mitigating housing instability directly from residents experiencing the challenge.
- Designed and facilitated two internal ideation workshops with the city's neighborhood and business development staff and code inspectors to collect their ideas to mitigate housing instability and improve the code enforcement process.
- Participated in observational ride-alongs with code inspectors to understand their current process first-hand and get their ideas about how to improve their work.
- Hosted informational feedback sessions with a professional landlord association in the city to collect landlord feedback on code enforcement improvements.
- Launched a code enforcement redesign pilot with two inspectors, prototyping new process methods and meeting weekly to receive feedback and problem-solve. The pilot inspectors identified 46% more health and safety violations, increased communication with tenants and landlords by 31%, proactively identified 115 new cases and increased their compliance rate from 39% to 58%.
- Developed and facilitated a citywide community ideation session to improve snow removal and sidewalk safety during the winter. Engaged community transportation stakeholders in public engagement design and facilitation. Designed engagement stations and ideation activities. Set up engagement space, in collaboration with community center staff, including food and childcare stations. Marketed event to local residents via traditional and digital media. Facilitated engagement station with workshop attendees. Identified and scored over 100 ideas for improved snow sidewalk safety.
- Worked directly with the City's communications team to manage media relations and marketing around Innovation Team work. Designed all branding materials using Adobe InDesign, Illustrator, and Photoshop. Managed office website and blog, as well as a team of videographer interns, to communicate the team's work.
- Co-led the design and facilitation of city-wide strategic planning for a new mayoral administration. Designed and facilitated a two-day off-site workshop with executive leadership to develop a new vision, mission, and values statement for the city. Workshopped with department heads and executive leadership to identify and define multi-year goals. objectives, and key performance indicators. Assisted in the development of a performance management process to track goal and objective progress.

SKILLS

- Project management, strategic planning, performance management, process improvement, design thinking, change management, human-centered design, workshop design & facilitation, public engagement, stakeholder mapping & engagement, organizational design, graphic design, strategic communications, public relations, marketing, social media strategy & management, digital content creation, digital photography & videography
- Asana, Clickup, Motion, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Microsoft Teams, Zoom, Google Meet, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Final Cut Pro X, Wordpress, Wix, Squarespace, YouTube, Instagram, Facebook, Twitter, TikTok

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EDUCATION:

Master's in Public Administration | 2020
Maxwell School of Citizenship and Public Affairs, Syracuse University

Bachelor's in Public Relations & Public Policy | 2016
S.I. Newhouse School of Public Communication & Maxwell School of Citizenship and Public Affairs,
Syracuse University

TRAININGS & CERTIFICATIONS:

- Prosci Change Management Certified | Prosci facilitated by Grant Thornton | 2021
- Design Thinking Facilitation Certified | Design Thinkers Group | 2020
- Community Engagement Training | Public Agenda | 2018
- Bloomberg Human-Centered Design Training | Bloomberg Philanthropies | 2017

PUBLICATIONS:

Designing for Impact: Human-Centered Design for the Public Sector | Linnett Loving Blog
April 2022

Inspector-centred design: innovation where it's least expected | Apolitical
November 2018