

Karyn Georgilis Becker

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EDUCATION

BOSTON UNIVERSITY

Master of Public Health, expected graduation 2025

HARVARD BUSINESS SCHOOL

MBA class of 2022, Second Year Honors

UNIVERSITY OF CINCINNATI

B.S. Industrial Design, Psychology Minor, 3.9 GPA

EXPERIENCE

UNITEDHEALTH GROUP

Boston, MA

Senior Strategist | June 2022 - present

Collaborate within Corporate Strategy and Innovation group to help teams across the enterprise define new businesses, many commercial and consumer insights, and define future visions using a Design Thinking lens. Used ethnographic patient interviews to set the experience strategy for a digital mental health tool that has since been deployed to two care delivery organizations and is on track for further expansion in 2024.

JOHNSON & JOHNSON

Boston, MA

Design Strategist | Summer & Fall 2021

Collaborated with business insights, R&D, digital design, and marketing teams to define J&J's role in the future of robotic surgery. Crafted exploratory research activities, executed research plan across three teams, and led development of resulting three year execution plan. Secured additional funding for next phase of work.

CONTINUUM INNOVATION

Boston, MA

Senior Design Strategist & Project Lead 2019 - 2020 | Associate II, 2018 - 2019 | Associate I, 2017 - 2018
Design & Innovation Strategy

- Used the Design Thinking process to help companies uncover new business opportunities, launch novel products and services, and navigate internal challenges. Co-director of socio-cultural trend forecasting.
- Clients include Blue Cross Blue Shield, Corning, AmerisourceBergen, Northwestern Mutual, Southwest Airlines, Ford, MIT, Starbucks, Harvard, Perkins School for the Blind, and other Fortune 500 companies.

Teaching

- Chosen to teach Harvard Extension School's Design Thinking Workshop 3 times per year.
- Nominated to teach MIT Sloan's Introduction to Design Thinking spring SIP course and 16 week Design Thinking fall semester class. Positive student reviews resulted in MIT's return invitation each year.

DESIGN & STRATEGY CO-OP PROGRAM

Selected for 5 Design & Strategy rotations at industry leading organizations as part of the University of Cincinnati's co-op program. Awarded Elise Sambur Scholarship for outstanding co-op performance.

REI | outdoor equipment and apparel retailer

Seattle, WA

Mayo Clinic | highest ranked hospital in the US

Rochester, MN

Yellow Window | European design consultancy

Antwerp, Belgium

EyeNetra | MIT Media Lab startup

Boston, MA

LPK | socio-cultural trend forecasting agency

Cincinnati, OH

SPEAKING

Design Principles & Practice Research Conference, 2024

Vanity Fair Tech Summit, 2019

Boston University Health & Life Sciences Conference, 2022

Innovation Learning Network Conference, 2019

Design + Diversity Conference, 2021

Mayo Clinic Transform Conference, 2018

Google Sight Tech Global, 2020

IASDR Research Conference, 2017

EPIC (ethnography + business), 2020