Designmatters Fellowship Documentation

Zoe Padgett
Masters in Fine Arts Candidate
Media Design Practices
Art Center College of Design
Summer 2014
This summer, Designmatters allowed me the opportunity to work with UNICEF Innovation as their design fellow. This was an exceptional experience. I am eternally grateful for the time I spent working with the incredible team of individuals at UNICEF. This dynamic organization focuses on developing and prototyping new technologies that assist in global health and child welfare. This is a crucial faction of UNICEF that plays a pivotal role in creating “a better world for children.”

Over the next few pages, I’ll go into detail about the type of projects I worked on during my time as a fellow, and discuss the challenges and rewards of the experience.
UNICEF INNOVATION

UNICEF INNOVATION
ANNUAL REPORT
2014/2015

FOCUS
STRUCTURE
STRATEGY

/The Annual Report

i. audit

ii. organization

iii. proposals

iv. telling the story

SUMMER
2014
As the UNICEF Innovation Design Fellow, my core deliverable was the organization’s Annual Report. Compiling and creating this document required a significant period of research. This was an exciting and new type of work for me. I was given access to an immense amount of information regarding UNICEF Innovation’s policies, practices, and ambitions. Additionally, I would pepper Erica (Kochi, co-founder of UNICEF Innovation) with questions regarding certain initiatives, working relationships, and global technology usage. She was an amazing resource and was pivotal in helping me compile this document. I learned so much about research, taxonomy, and information hierarchy from this task.

By the time I finished my research phase, I felt like I knew every facet of UNICEF Innovation. After I felt confident about what information to highlight and what to let go of, I started to craft a narrative with the materials.
ii. organization
iii. proposals

Parsing through the information, and ultimately deciding what points should be carried into the report, was a challenging and exciting task. I played with many different ways of telling the UNICEF Innovation story. It took several tries to figure the best way to convey their complex focus, while keeping the document understandable. I would translate my ideas into storyboards (left), which I used to articulate my proposals.
iv. telling the story
iv. telling the story

For the final product, I created a system of organization, iconography, and a graphical identity for the company that drove the design of the document and will be used as a frameworks for the redesign of the unit’s current website. Towards the end of my work on the report, I was invited to join UNICEF in New York, where I got to show and discuss my work with the design team Chris Fabian, and Sharad Sapra. This was a rich learning experience, and one I am incredibly thankful for.
/Workshop:
The Future of Transport and Delivery
i. UNICEF + Frog
ii. coordination
iii. interactions
UNICEF and frog have a longstanding partnership and have a history of running workshops together (see timeline below). During my time as a fellow, we held an event together to discuss the issues surrounding broken transportation systems in last mile settings,
Coordinating the participants in this workshop was a colossal task. Part of the construction of the workshop required that we interview experts in 5 distinct global landscapes. Our “Persona/Context” worksheet (left) required the gathering of data from UNICEF representatives in Brazil, Zambia, Gaza, and Afghanistan. At times, it was difficult to gather research from across the globe, but the richness that these brilliant UNICEF experts to the workshop made it completely worth the effort and time. I learned valuable skills in project management and client relations.
During the development of the workshop, I acted as participant and went through the worksheets and exercises to experience the interaction and look for design flaws.

iii. interactions
I was lucky enough to get to work with a frog creative director, David Sherwin, on designing the physical interactions that would take place in our workshop. We developed use-cases, a series of worksheets, and a play-by-play formulation of how The Future of Transport and Delivery Workshop would run. I have no doubt that I will the skills I learned during this process throughout my career.
THANK YOU

Erika Kochi
Jennifer May
Mari Nakano
Blair Palmer
Stephanie Sigg