



Jacob Rader

Research, Design & Strategy

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Experience

freelance

2015-present

Freelance researcher, designer, and strategist. Projects include:

- Developing a new education platform for the University of Texas
- Redesigning how veterans apply for their benefits at the VA
- Launching a first-of-its-kind irrigation system for Burmese farmers
- Exploring the intersection of financial trust and digital literacy for Myanmar's leading mobile money provider
- Mapping the emotional pitfalls and triumphs of Parkinson's patients as they navigate care

Partners: frog design, US Department of Veterans Affairs, Wave Money, Big Tomorrow, Proximity Designs, University of Texas, ExxonMobil, and Mercedes-Benz

design institute for health

2020-2022

Integrated design lead at the Design Institute of Health, leading various projects and programs across the health ecosystem. Projects include:

- Visioning the future of healthcare, intergenerational connection, and food access for the community of Taylor, TX
- Empowering patients to define their success for UT's Musculoskeletal Institute
- Evangelizing systems design at the Bill & Melinda Gates Foundation
- Protecting nursing home staff from the physical and emotional dangers of the pandemic for Austin Public Health

Partners: UT Health, Musculoskeletal Institute, Austin Public Health, Michael & Susan Dell Foundation, Bill & Melinda Gates Foundation, St. David's Foundation, Gavi, Lone Star Circle of Care, Meals on Wheels, Head Start, Opportunities for Williamson & Burnet Counties, Value Institute for Health & Care

argodesign

2017-2020

Research and design lead at argodesign grounding design in customers' lived experience to spur innovation. Projects include:

- Building construction-grade software for United Rentals
- Experimenting with the future of multimodal input models for Magic Leap
- Developing tools to empower Sam's Club's employees
- Exploring moon cycles, pain management, and menstruation for an innovative feminine health product

Partners: United Rentals, Magic Leap, Sam's Club

Education

university of arizona

Bachelor of science in mechanical engineering and mathematics

austin center for design

Certificate in interaction design and social entrepreneurship

howest design center

Creative prototyping program

studio d radiodurans

Field study fundamentals and sensemaking for impact masterclasses

Expertise

research

logistics & planning; recruitment; discussion guides, activities, tools & protocols; synthesis & insight generation; journey mapping; strategy

design

experience architecture; interaction design; concept generation; digital & physical prototyping; testing; product development.

storytelling

photography; customer stories; personas; workshops; books, websites, & decks; community engagement; public speaking.