

CORINNE REYNOLDS

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WORK EXPERIENCE

WithGood Strategy | Strategy Director

July 2023 - Present

- Lead digital strategy development and implementation for social impact clients
- Conduct multi-method qualitative and quantitative research to develop audience and market insights, translate insights into shareable research artifacts to align teams
- Conduct user research and prototyping, iterating and evolving to meet audience needs
- Create and share solution storytelling materials to foster stakeholder alignment
- Triage with designers, technical developers, and media agencies to activate and launch strategies
- Oversee client engagements, managing budgets, staffing, and identifying growth opportunities

Boston Consulting Group | Senior Strategic Designer

June 2022 – July 2023

- Crafted and completed comprehensive research studies including qualitative, quantitative, and interactive methods such as interviews, site visits, surveys, market research
- Led the development of key design deliverables, such as insights decks, low and hi-fidelity prototypes, testing strategies, storytelling materials, and GTM strategies
- Maintained relationships with key client contacts, executives, and project sponsors, including hosting and facilitating presentations and workshops, and managing day to day communication
- Created and led internal GenAI learning and development strategy, including hosting workshops for 200+ participants across BCGX.Ventures

FiveStone | Senior Design Strategist

January 2020 – May 2022

- Lead and grew 10+ client accounts averaging \$300K–\$1.5M budget size
- Oversaw team of strategists and designers, ensuring client expectations are achieved within scope
- Lead audience discovery and market research across accounts, including qual and quant methods
- Developed research insights and documentation to guide strategy development, such as key findings documents, personas, journey maps, and creative briefs
- Developed marketing, branding, and storytelling strategies to engage audiences and foster action

Federal Reserve Bank, NY | Design Strategist

May 2019 – January 2020

- Leveraged the human-centered design process to create 30+ immersive learning workshops to amplify senior leaders' understanding of the challenges cognitive biases pose to policy making
- Designed the curriculum for and led Games Design course for members of the Executive Office
- Shaped and facilitated strategic planning sessions for 25+ senior members of the Executive Office, including developing workshop templates for future planning sessions across departments

ReviveHealth | Senior Account Executive

May 2013 – May 2017

- Developed and executed audience research strategies, extracting key insights to inform crisis management communications
- Executed national PR and grassroots activism campaigns, developing messaging, crafting pitches, and working with local community leaders to mobilize audiences

EDUCATION

MFA, Design for Social Innovation

School of Visual Arts, 2017-2019

BA, Communication Studies

Westmont College, 2009-2013

VOLUNTEER EXPERIENCE

Climate Designers | Chapter Lead

- Lead Climate Designer initiatives in local community, including hosting events, facilitating speaking engagements, and fostering community among members
- Engage with Climate Designers across the US, sharing knowledge, ideas, and connections

Sustainable Brands Conference | Design Strategist

- Designed and facilitated five interactive codesign workshops for over 200 participants on the topic of renewable packaging for the Sustainable Brands Conference in Vancouver, BC
- Working alongside a packaging designer, transformed workshop insights into viable packaging alternatives for consumer product brands
- Presented opportunities to 3000+ brand and innovation leaders during the final conference event

Earth Law Center | Public Relations Strategist

- Conducted media landscape analysis to determine key media outlets, communications opportunities, and potential political advocacy threats
- Created a multi-year public relations strategy to guide the Center through a significant fundraising and advocacy period
- Built multiple pitch lists, key messaging documents, talking points, and pitch assets to support the implementation of the public relations strategy