

Christopher Cloud

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PROFESSIONAL SUMMARY:

I am an emerging social impact designer and human-centered design strategist with a strong foundation in product development, UX research, and design thinking. With ten years of experience leading cross-functional initiatives and a Master's in Human-Centered Design expected in May 2025, I specialize in translating complex challenges into actionable, user-focused solutions. I bring a track record of driving measurable results through collaborative problem solving, stakeholder alignment, and iterative design. I am seeking roles in design strategy, product management, or user experience where I can apply my skills to create meaningful, scalable impact.

EDUCATION: **Southern Methodist University** Dallas, TX
Bobby B. Lyle School of Engineering **May 2025**
Masters of Arts in Design and Innovation GPA: 3.8

Howard University Washington, D.C.
Cathy Hughes School of Communication **May 2016**
Bachelors of Arts in Strategic, Legal, and Management Communication

RELEVANT COURSES: Human-Centered Design, Designing the Visual Environment (2D), Form & Composition (3D), Digital Product Design (UX/UI), Product Design Studio, Design Studio for Business, Design Studio for Social Impact

SKILLS: **Mixed Methods Research:** Figma, Miro, Microsoft 365, Google Suite, Microsoft Teams, Apple iWork, Salesforce, Qualtrics
Design Software: Adobe Creative Cloud, Canva, Project Management, AutoCAD, Final Cut Pro,
UX Generative AI: Prompting, System Messaging, Frameworks, Few-Shot Training, Transformation
Professional: User Interviewing, Survey Creation/Analysis, Usability Testing, Concept Exploration, Ideation, Prototyping, Design Thinking, Product Development, Learning and Development, Learning Management Systems, Instructional Design - ADDIE method

ORGANIZATIONS: National Society for Black Engineers (NSBE), Industrial Designers Society of America (IDSA), SMU Advanced Degree Consulting Club

CERTIFICATIONS: Teaching Certificate - Texas State Board of Education, Apple Learning Coach, Microsoft Innovative Education Expert

DESIGN & ENGINEERING PROJECTS:

Toyota Mobility Foundation, Co-inventor; currently under Global Patent Review **Fall 2024**
"How Might We make it easier for those with lower limb differences to live an active lifestyle?"

- **Impact:** Designed inclusive fitness engagement concept for individuals with lower limb differences; identified key accessibility pain points through user interviews; co-created low-barrier solution to increase confidence and participation in active lifestyles. Project culminated in a ***patent-pending application*** in collaboration with Toyota Mobility Foundation, recognizing its potential for scalable social impact in adaptive fitness
- **Technical Skills:** User Research, Iterative prototyping, UX design, Observational Research, Usability Testing
- **Soft Skills:** User Empathy, Clear Communication, Collaborative Leadership, Project Management

AT&T, "How Might We improve community participation within the AT&T Discovery District?" **Spring 2024**

- **Impact:** Improved visitor engagement via interactive Augmented Reality (AR) way-finding, increased dwell time through targeted visual communication, transformed visitors into active participants & consumers
- **Technical Skills:** Audience Research, Journey Mapping, Visual Prototyping, QR analytics, Environmental Signage
- **Soft Skills:** Strategic Communication, User Advocacy, Team Collaboration, Creative Adaptability

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- Big Thought, “How Might We design an engaging onboarding program for HQ and site-specific staff?”** **Fall 2024**
- **Impact:** Amplified teaching artists’ voices, enhanced belonging via design of culturally-responsive onboarding, empowered staff through iterative feedback
 - **Technical Skills:** User Research, Iterative prototyping, UX design, Observational Research, Usability Testing
 - **Soft Skills:** User Empathy, Clear Communication, Collaborative Leadership, Project Management

- SMU Library System, “How Might We optimize the in-person library experience for students?”** **Fall 2023**
- **Impact:** Enhanced student experience by optimizing library spaces; improved accessibility of resources campus-wide; facilitated seamless transition during renovation
 - **Technical Skills:** User Research, Spatial Optimization Analysis, QR Code Tracking, Prototyping
 - **Soft Skills:** Spatial Awareness, Resourcefulness, User Advocacy, Inclusive Design, Insightful Analysis

WORK EXPERIENCE:

- SMU, Graduate Research Assistant | Dallas, Texas** **January 2025 – Present**
- **Impact:** Facilitated corporate-nonprofit engagement through prototype development; supported skill-based volunteerism via targeted research; streamlined stakeholder communication
 - **Technical Skills:** Contextual research, stakeholder documentation, prototyping/testing, workshop facilitation, file management
 - **Soft Skills:** Initiative, Adaptability, Analysis, Facilitation, Implementation

- Dallas ISD, AVID Program Manager, | Dallas, Texas** **August 2021 - August 2023**
- **Impact:** Secured grants and integrated \$50K+ VR headsets via corporate partnerships; Boosted community engagement through culturally responsive initiatives; Enhanced student support through personalized advising and professional development
 - **Technical Skills:** Strategic tech integration, event coordination, CRM & LMS systems, digital engagement
 - **Soft Skills:** Collaboration, Inclusivity, Strategic, Inspirational, Relationship-building

- Dallas ISD, A.C.E. Teacher - STEM | Dallas, Texas** **August 2016 – August 2021**
- **Impact:** Achieved 100% student promotion rate in inclusion classes; delivered targeted instruction to elevate lowest-performing students; facilitated inclusive, differentiated STEM curriculum
 - **Technical Skills:** Achieved 100% student promotion rate in inclusion classes; delivered targeted instruction to elevate lowest-performing students; facilitated inclusive, differentiated STEM curriculum
 - **Soft Skills:** Patience, Perseverance, Motivation, Inclusion, Resilience

LEADERSHIP & CIVIC ENGAGEMENT:

- DFW Urban League for Young Professionals – Civic Empowerment Fellow** **Spring 2023**
- Contributed to civic initiatives that advanced local engagement strategies; strengthened community partnerships through policy roundtables and leadership development
 - **Technical Skills:** Event Facilitation, Policy Research, Strategic Communication, Stakeholder Engagement
 - **Soft Skills:** Public Speaking, Networking, Community Leadership, Initiative

- The Obama Foundation – Community Leadership Fellow** **Spring 2019**
- Developed local impact projects focused on youth opportunity; collaborated with national peers to implement grassroots leadership practices in underserved communities
 - **Technical Skills:** Program Design, Community Mapping, Campaign Planning, Reflective Practice
 - **Soft Skills:** Visionary Thinking, Empathy, Cultural Awareness, Adaptive Leadership

- Dallas County District Attorney’s Office – Citizen Prosecutor Academy Graduate** **Fall 2019**
- Gained firsthand insight into the criminal justice system; contributed to citizen-led discussions on justice reform and community safety
 - **Technical Skills:** Legal Literacy, Case Review, Civic Education, Public Policy Insight
 - **Soft Skills:** Analytical Thinking, Civic Responsibility, Active Listening, Systems Awareness